PRESS RELEASE

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AMERICAN AIRLINES LAUNCHES NEW AA.COM AFRICAN-AMERICAN SITE TO CELEBRATE BLACK TRAVEL AND COMMUNITY

AA.com/BlackAtlas Replaces Standalone Microsite BlackAtlas.com

FORT WORTH, Texas – American Airlines has launched aa.com/blackatlas, an African-American site that replaces the standalone microsite BlackAtlas.com. This site is an example of the airline's ongoing focus to actively engage its diverse customers through the company's largest owned communication channel, aa.com.

With the new aa.com/blackatlas, customers will learn about American's commitment to support different communities in which the company does business, whether it's through unique products and services or extensive partnerships with key national African-American advocacy organizations. Other relevant sections of the site include "In Our Community," "Inspired Service," "Upcoming Events" and "Cultural Destinations."

"We believe it is important to reach out to the diverse communities we serve," said Rob Friedman, American's Vice President – Marketing. "The site's content will continue to evolve. Currently, we are working on expanding the site's list of upcoming events and cultural destinations and will feature promotions and sweepstakes on BlackAtlas throughout the year."

American will drive its customers to this new page via email, home page banners and text links when sharing news or communicating promotions/sweepstakes and events, such as the recent American Black Film Festival.

About American Airlines
American Airlines focuses on providing an exceptional travel experience across the globe, serving more than 260 airports in more than 50 countries and territories. American's fleet of nearly 900 aircraft fly more than 3,500 daily flights worldwide from hubs in Chicago, Dallas/Fort Worth, Los Angeles, Miami and New York. American flies to nearly 100 international locations including important markets such as London, Madrid, Sao Paulo

and Tokyo. With more than 500 new planes scheduled to join the fleet, including continued deliveries of the Boeing 737 family of aircraft and new additions such as the Boeing 777-300ER and the Airbus A320 family of aircraft, American is building toward the youngest and most modern fleet among major U.S. carriers. American's website, aa.com®, provides customers with easy access to check and book fares, and personalized news, information and travel offers. American's AAdvantage® program, voted Airline Program of the Year at the 2013 Freddie Awards, lets members earn miles for travel and everyday purchases and redeem miles for flights to almost 950 destinations worldwide, as well as flight upgrades, vacation packages, car rentals, hotel stays and other retail products. The airline also offers nearly 40 Admirals Club® locations worldwide providing comfort, convenience, and an environment with a full range of services making it easy for customers to stay productive without interruption. American is a founding member of the **one**world® alliance, which brings together some of the best and biggest airlines in the world, including global brands like British Airways, Cathay Pacific, Iberia Airlines, Japan Airlines, LAN and Qantas. Together, its members serve more than 840 destinations served by some 9,000 daily flights to nearly 160 countries and territories. Connect with American on Twitter @AmericanAir or Facebook.com/AmericanAirlines. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AMR Corporation common stock trades under the symbol “AAMRQ” on the OTCQB marketplace, operated by OTC Markets Group.

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