PRESS RELEASE

Corporate Communications
817-967-1577
mediarelations@aa.com

Oct. 1, 2014

AMERICAN AIRLINES GOES PINK IN OCTOBER TO SUPPORT THE FIGHT AGAINST BREAST CANCER

Annual Be Pink campaign will raise funds to support breast cancer research and awareness through employee events and customer promotions

FORT WORTH, Texas – Today American Airlines will launch its annual "Be Pink" campaign, a month-long, employee-led initiative to raise funds for breast cancer research and awareness. This year's Be Pink campaign marks the first time the combined company has joined forces for the cause. Throughout the month of October, more than 100,000 American and US Airways team members will don pink uniform items, serve customers with Be Pink-branded items and lace up their tennis shoes for local walks and events to support the fight against cancer.

"American wants to put our support behind causes that are meaningful to our employees," said Doug Parker, American Airlines chairman and CEO. "Be Pink stands out because so many of our team members have been impacted by breast cancer. Together, we're taking a stand to join in the fight against this disease, while supporting our employees, customers and all those who are battling through it."

Customers will have the opportunity to join the company's Be Pink efforts with special offers to promote awareness and action against breast cancer, which accounts for one in eight of newly diagnosed cancers among women. During the month of October a minimum $25 donation to American's Miles for the Cure® program will earn AAdvantage® members 20 bonus miles, instead of 10, for each dollar contributed. Donations can be made at aa.com/BePink.

When customers travel on American during October, they will see pink from the time they book tickets on aa.com, to when they pick up their baggage at their final destination. Employees will be sporting Be Pink uniform items and many of them will be part of awareness teams to raise funds through their participation in local American Cancer Society Making Strides Against Breast Cancer walks and Susan G. Komen Race for the Cure events. The company's websites, in-flight *American Way* magazine, napkins, in-flight menus, cabin messages, complimentary in-flight lemonade and even some boarding passes will "go pink" to serve as symbols of American employees' determination to find a cure for breast cancer.

American has supported the fight against breast cancer for more than 30 years and is the Official Airline of Susan G. Komen for the Cure®. In 2013, American and US Airways raised more than half a million dollars to support the cause through the generosity of employees, customers and corporate contributions. Visit American's Join Us In Causes That Matter page on aa.com to learn more about how you can join the company's efforts to create a world without breast cancer.

Miles for the Cure® and Susan G. Komen for the Cure® are registered trademarks of Susan G. Komen.

About American Airlines Group
American Airlines Group (NASDAQ: AAL) is the holding company for American Airlines and US Airways. Together with wholly owned and third-party regional carriers operating as American Eagle and US Airways Express, the airlines operate an average of nearly 6,700 flights per day to 339 destinations in 54 countries from its hubs in Charlotte, Chicago, Dallas/Fort Worth, Los Angeles, Miami, New York, Philadelphia, Phoenix and Washington, D.C. The American Airlines AAdvantage and US Airways Dividend Miles programs allow members to earn miles for travel, vacation packages, car rentals, hotel stays and everyday purchases. Members of both programs can redeem miles for tickets as well as upgrades to First Class and Business Class. In addition, AAdvantage members can redeem miles for vacation packages, car rentals, hotel stays and retail products. American is a founding member of the oneworld alliance, whose members and members-elect serve nearly 1,000 destinations with 14,250 daily flights to 150 countries. Connect with American on Twitter @AmericanAir and Facebook.com/AmericanAirlines and follow US Airways on Twitter @USAirways.

####