

PRESS RELEASE

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

FOR RELEASE: Tuesday, Jan. 6, 2015

**AMERICAN AIRLINES LAUNCHES AMERICAN WAY MAGAZINE WITH
NEW LOOK AND MORE CONTENT**

For the first time, customers will find the award-winning magazine on flights operated by both American and US Airways and on new digital platforms

FORT WORTH, Texas – American Airlines is refreshing the look and expanding the reach of its flagship in-flight magazine, *American Way*. Starting with the January issue which features the Foo Fighters on the cover, the redesigned publication appears on all flights operated by US Airways as well as American. *American Way* reaches 193 million people annually.

“The revitalized *American Way* comes as American makes a huge investment in the customer experience with improvements to our aircraft, our lounges and the airports we serve,” says Fernand Fernandez, vice president – Global Marketing, American Airlines. “We’re excited about what’s ahead for the magazine. Its fresh approach appeals to a wide range of our customers who love to see the world from a variety of perspectives.”

American in September announced its partnership with global travel media company Ink to re-launch the monthly magazine with a mix of entertaining and informative content and a fresh eye on design. The January magazine launches with a double cover edition featuring rock star David Grohl and the band Foo Fighters.

American Way's updated look includes new sections such as POV, in which the magazine's writers and editors offer their opinions of cultural, lifestyle and travel trends. Another new section, Maps & Legends, each month will reveal a writer's unique look at a travel-related topic. The inaugural section features the best BBQ joints in Texas according to a bona fide aficionado – the Barbecue Editor of *Texas Monthly*.

Ink has also brought *American Way* into the digital age so that fans can read its award-winning content via mobile devices whether they're relaxing during a flight or reading on the ground.

The digital expansion includes a revamped americanway.com website as well as a first-ever *American Way* mobile app, both of which let readers share select content via Facebook, Twitter, email and other options.



American Airlines Introduces Redesigned American Way Magazine

Tuesday, Jan. 6, 2015

Page 2

“We are honored to be launching the new edition of *American Way* magazine,” says Marisa Beazel, vice president – Publishing, Ink, which creates award-winning media and builds innovative technology for airlines and rail partners. “Millions of loyal customers every week will sit back, relax, enjoy a good read and browse through a great lifestyle magazine – be it to learn something new, plan their next trip or be inspired to make a new purchase. With more editorial features than ever before, *American Way* unlocks one of the strongest markets available to the world’s advertisers. This new edition of the magazine marks yet another great moment for American.”

Though *American Way* will have a different look and feel to it, longtime magazine fans will still find their favorite features.

“Air Mail,” the popular collection of readers’ letters to the editor, for example, will remain a key component in the front of the magazine. Fans will also still find the Sudoku and the crossword puzzles.

In addition to *American Way*, American will soon introduce the updated versions of its two other magazine titles: *Nexos*, the bimonthly airline magazine written in Spanish and Portuguese, and *Celebrated Living*, the industry’s first quarterly publication for premium cabin customers. The new issues of the redesigned publications will begin appearing on flights in February and March, respectively.

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](https://twitter.com/AmericanAir) and [Facebook.com/AmericanAirlines](https://www.facebook.com/AmericanAirlines) and follow US Airways on Twitter [@USAirways](https://twitter.com/USAirways).

####