PRESS RELEASE

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

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FREQUENT FLYERS SET TO COMPETE FOR *AMERICAN WAY* MAGAZINE'S 14TH ANNUAL ROAD WARRIOR CONTEST

Earning Road Warrior Title Could Pay Off With Big Prizes, Belize Vacation

FORT WORTH, Texas – Frequent flyers are invited to compete to win *American Way*'s coveted Road Warrior® title and prizes by sharing their travel stories.

Now through Oct. 31, 2015, customers who embrace life as a frequent traveler can enter the 14th Annual *American Way* Road Warrior® Contest by completing a series of thought provoking, travel-related challenges. The editorial staff of *American Way*, the world's largest inflight magazine, in November will name five winners.

"We connect with *American Way* readers every month by telling them vivid stories about intriguing travel experiences, off-the-beaten-path hot spots and famous personalities," says Adam Pitluk, editor of *American Way*. "With our annual Road Warrior® Contest, we invite readers to tell us *their* stories and reveal how they manage their busy lives. These extraordinary people inspire us every year."

Since being a Road Warrior means often being on the go, the *American Way* team this year created challenges that encourage contestants to reflect on their adventurous lives. After completing a survey, contestants are invited to write an essay about Road Warrior life, pen a poem depicting their lifestyle and describe a typical two-week travel schedule.

This year, all five winners will win 100,000 miles in the American Airlines AAdvantage® program, which allows members to earn miles for travel, vacation packages, car rentals, hotel stays and everyday purchases. Members can redeem miles for tickets as well as upgrades to First Class and Business Class, vacation packages, car rentals, hotel stays and retail products.

Winners will also receive a vacation in Belize courtesy of American Airlines that includes a two-night stay at Ka'ana Resort in the jungle and a two-night stay at Victoria House on the beach, air transfers within Belize, 10 Rental Rewards Days from Avis®, one pair of Bose QuietComfort® 25 Acoustic Noise Cancelling® headphones, one Bose SoundTouch® 20 Wi-Fi music system, one TAG Heuer Aquaracer timepiece, $500 in Rodd & Gunn men's swimwear and $500 in Everything But Water women's swimwear.

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All five winners will participate in the Road Warrior photo shoot scheduled for January 2016 in Belize at the Ka'ana Resort and Victoria House properties. Their photographs and stories will appear in the March 2016 issue.

To be eligible to win the 14th Annual *American Way* Road Warrior Contest, applicants must visit the *American Way* Road Warrior® Contest page at roadwarriorcontest.com and complete the tasks. Entries will be accepted until Oct. 31 at 11:59 p.m. CDT. The entry form and Official Rules are available online at roadwarriorcontest.com.

American's inflight magazines are recognized as the best in the industry, winning an APEX award for writing in *American Way* and a Maggie Award for best quarterly magazine for *Celebrated Living,* American's publication for First and Business Class customers.

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About *American Way* Magazine
American Way magazine is published on the 1st of each month by Ink, the global leaders in travel media. The magazine is in seatback pockets on all American Airlines, American Eagle, US Airways, US Airways Express and US Airways Shuttle flights. For more information, visit: http://magazines.aa.com.

About American Airlines
American Airlines Group (NASDAQ: AAL) is the holding company for American Airlines and US Airways. Together with regional partners, operating as American Eagle and US Airways Express, the airlines operate an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. American is a founding member of the **one**world alliance, whose members and members-elect serve nearly 1,000 destinations with 14,250 daily flights to 150 countries. This year American topped Fortune Magazine's list of best business turnarounds and its stock was added to the S&P 500 index. Connect with American on Twitter @AmericanAir and at Facebook.com/AmericanAirlines.

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