

PRESS RELEASE

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American Airlines Partners with Crispin Porter + Bogusky and MediaCom

Agencies will lead creative and marketing strategy for the global brand

FORT WORTH, Texas – American Airlines will build upon its commitment to focus on customers’ needs and wants, engage employees and look to the future as an industry leader in commercial aviation by partnering with Crispin Porter + Bogusky (CP+B) and MediaCom to manage its global advertising and media business. These global agency partners are known for inventive ideas that engage audiences and will create a new conversation for the American Airlines brand.

“From the very start, CP+B and MediaCom showed a clear understanding of American’s assets and opportunities, and it all starts with our 100,000 employees,” said Fernand Fernandez, American’s vice president - Global Marketing. “We want to capture the enthusiasm and passion our employees have for the future of the airline and deliver that message to our customers with a genuine and unique campaign. We think our employees and our customers will be proud of how CP+B and MediaCom work with us to present American’s brand in the coming years.”

“We are honored and excited that American has chosen CP+B and our partner MediaCom to help them achieve the bold ambitions they have for their brand,” said Lori Senecal, Global CEO, CP+B. “We are really inspired by their energy and vision, as we love working with forward thinking clients to drive brand and business growth.”

American began its advertising agency review with pitch consultancy AAR in July of this year as part of a broader objective to evaluate all major partners to more effectively compete and deliver on its vision to restore American to the greatest airline in the world. CP+B and MediaCom will be responsible for delivering strategic and creative marketing solutions across the globe.

American has undergone significant change since announcing its merger with US Airways in February 2013. The airline recently completed the integration of its reservations system and is investing more than \$2 billion in improvements to the product and customer experience. This is in addition to its historic fleet renewal, which will give American the youngest fleet of its network competitors.

About American Airlines Group

American Airlines Group (NASDAQ: AAL) is the holding company for American Airlines. Together with regional partners operating as American Eagle, American offers 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 **oneworld** alliance, whose members and members-elect serve nearly

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1,000 destinations with 14,250 daily flights to 150 countries. This year American Airlines Group Inc. topped Fortune Magazine's list of best business turnarounds and its stock joined the S&P 500 index. Connect with American on Twitter @AmericanAir and at [Facebook.com/AmericanAirlines](https://www.facebook.com/AmericanAirlines).

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