PRESS RELEASE

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FOR RELEASE: Monday, June 6, 2016

AMERICAN AIRLINES REDESIGNS AADVANTAGE® LOYALTY PROGRAM

Award mileage accrual based on price of ticket begins August 1
Introducing Platinum Pro for the 2017 membership year

FORT WORTH, Texas – American Airlines is taking the next step in the evolution of its award-winning AAdvantage loyalty program, shifting to award miles based on the price of a ticket. The AAdvantage program will also make changes to how members qualify for elite status and introduce a new elite level in 2017.

"American Airlines is evolving AAdvantage to continue our tradition of having the best loyalty program in the world by rewarding our most loyal customers with the benefits they value the most," said Andrew Nocella, American's Chief Marketing Officer.

Earning Award Miles

For travel beginning August 1, 2016, flights marketed by American will earn award miles based on the price of the ticket purchased. Elite members will earn even more miles based on their status level.

Elite Status Level	AAdvantage member	Gold	Platinum	Executive Platinum
Miles earned per USD spent†	5	7 (40% bonus)	8 (60% bonus)	11 (120% bonus)

†base fare plus carrier-imposed fees, excluding any government-imposed taxes and fees

Award miles for travel on most flights marketed by partner airlines will be based on a percentage of the flight distance and the booking code purchased.

Beginning later this month, customers will be able to see an estimate of the number of miles and elite-qualifying credits they will earn for a chosen itinerary when booking their trip on aa.com.

2017 Program Changes

New Elite Level

On January 1, 2017, the AAdvantage program will add a fourth elite level for customers.

- Platinum Pro – members can begin qualifying for this new level in 2017. Placed between Platinum and Executive Platinum levels, members will receive benefits, including:
    - Complimentary auto-requested upgrades on all eligible flights within North America and between the U.S. and Central America
    - Earn 9 award miles/U.S. dollar (80% bonus)
    - Two free checked bags
    - **one**world® Sapphire status

New Elite Qualification Requirement
Effective January 1, 2017, Elite Qualifying Dollars (EQD) will be added to the elite-qualification requirements.

- Members can earn elite status by reaching the EQD threshold, and either the Elite Qualifying Miles (EQM) or Elite Qualifying Segments (EQS) requirement

Gold	Platinum	Platinum Pro	Executive Platinum
25k EQMs or 30 EQSs	50k EQMs Or 60 EQSs	75k EQMs Or 90 EQSs	100k EQMs Or 120 EQSs
$3k EQDs	$6k EQDs	$9k EQDs	$12k EQDs

Changes to Upgrade Benefits
Later in 2017, AAdvantage members will see changes to how upgrade requests are prioritized along with a new benefit for Executive Platinum members:

- Upgrade priority will be based on a 12-month rolling EQD total, sorted by elite status level
- Executive Platinum members will be able to use their complimentary 500-mile upgrade benefits on AAdvantage award tickets for travel on American from Main Cabin to the next class.

Additional details about the 2016 AAdvantage program are available at aa.com/aadvantage2016.

About American Airlines Group
American Airlines and American Eagle offer an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. American has hubs in Charlotte, Chicago, Dallas/Fort Worth, Los Angeles, Miami, New York, Philadelphia, Phoenix, and Washington, D.C. 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. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL. In 2015, its stock joined the S&P 500 index. Connect with American on Twitter @AmericanAir and at Facebook.com/AmericanAirlines.

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