



## PRESS RELEASE

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### **AMERICAN AIRLINES BECOMES THE OFFICIAL AIRLINE PARTNER OF THE LOS ANGELES RAMS**

**American Airlines, the largest carrier at LAX, welcomes the Los Angeles Rams back to Southern California with a multi-year sponsorship deal**

LOS ANGELES – American Airlines continues to strengthen its presence in Los Angeles by becoming the Official Airline of the Los Angeles Rams. With this sponsorship, American Airlines joins a team of hand-selected Homecoming Partners who are welcoming the Rams back to Los Angeles for the first time in more than two decades.

As the Official Airline of the Rams, American's logo will appear in the stadium for home games and in other related media including TV, radio and print. American's customers and employees will also have the opportunity to take part in Rams-branded activities and events during the season, including a Day of Service in support of a community project.

"American is one of the largest employers in Los Angeles and our more than 6,000 employees based at LAX are proud to welcome the Rams back home," said Fernand Fernandez, American's vice president – Global Marketing. "Our partnership with Los Angeles' returning football team highlights our commitment to the community."

"We are pleased to add American Airlines to our roster of partners kicking off this historic season back home in Los Angeles," said Rams' Chief Operating Officer Kevin Demoff. "American Airlines has a big presence in this community. We look forward to teaming up with them to bring Angelenos closer to Rams' football."

American now operates more than 220 flights to 70 global destinations from LAX with flights to Tokyo Haneda Airport (HND), Auckland, New Zealand (AKL) and Sydney, Australia (SYD) introduced in the last year. New service to Hong Kong (HKG) starts Sept. 7. The airline has added more than 400 new employees at LAX this year to support its growth at the hub.

American is investing more than \$3 billion in the customer experience – including fully lie-flat seats, international Wi-Fi and a redesign of its Admirals Club and exclusive Flagship Lounge location at LAX. In 2017, American will introduce Flagship Dining, a pre-flight meal with full tableside service at LAX. First Class customers on American's three-class international and transcontinental flights will have exclusive access to Flagship Dining. These enhancements are in addition to American's record fleet renewal, which is delivering, on average, a new aircraft every week.





### **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 serve more than 1,000 destinations with about 14,250 daily flights to over 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.

### **About the Los Angeles Rams**

The Los Angeles Rams – Los Angeles' original professional sports team – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered three World Championships and sent 29 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to being a valuable civic partner and serving the greater Los Angeles area 365 days a year. For more information visit [www.therams.com](http://www.therams.com) and follow the Rams on Facebook and Twitter, @RamsNFL.

