

NEWS RELEASE

American Airlines Gives Customers More Inflight Lifestyle Entertainment Choices with FREE Access to Rosetta Stone and Skillshare

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FORT WORTH, Texas — Imagine learning a new language, how to sketch or brushing up on your interior design skills, all by the time you arrive at your travel destination. Starting June 1, American Airlines will give customers more entertainment choices to enhance their travel experience thanks to an exclusive partnership with Rosetta Stone and Skillshare, making American the first U.S. airline to tap into online/remote learning from 35,000 feet.

Customers can choose from a collection of more than 150 creative, productivity or language classes, and learn for free on American's new Lifestyle inflight entertainment channel.

"The importance of personal enrichment has grown over the past year, but so have the varying priorities competing for our attention," said Clarissa Sebastian, Managing Director of Premium Customer Experience and Onboard Products. "We are thrilled to team up with Rosetta Stone and Skillshare to introduce new, interactive ways for our customers to spend their time with us."

LEARN THE LOCAL LANGUAGE IN
LESS THAN 10 MINUTES

While flying with American, there is plenty to snack on besides the tasty pretzels and Biscoff® cookies. **Rosetta Stone** features bite-sized content that builds customers' confidence to speak other languages, such as greeting someone in Italian (ciao), ordering an iced coffee in Spanish (me gustaría un café frío), and even counting to 100 in French. Travelers can also learn German, Japanese and Chinese through Rosetta Stone, one of the world's best

known and most trusted brands for language learning, with even more offerings being added in the coming months.

PRODUCTIVITY AND CREATIVE SKILLS FOR CURIOUS PEOPLE

Skillshare is the world's largest online learning community for creativity. For anyone who has felt a renewed interest in learning new skills over the past year, they are not alone. With more time at home in 2020, interest in online learning tripled. Customers traveling with American can bring along a journal, sketchbook or put the beverage napkins to good use while exploring classes about writing, illustration, design, photography and creativity, including:

- Sketchbook Illustration: Draw a Personal, Colorful Travel Map
- Creative Writing Bootcamp: Start a Brand-New Story
- Everyday Flowers: Simple, Stunning Arrangements for Any Occasion
- Plants at Home: Uplift Your Spirit & Your Space
- Travel Photography: Seeing, Shooting, and Editing

HOW TO FIND ROSETTA STONE AND SKILLSHARE IN THE SKIES

All inflight entertainment onboard American flights is free, including the library of up to 600 movies and TV shows. Customers can stream on their phone, tablet or laptop. Simply enable airplane mode and connect to the “AA-Inflight” signal. From there, the entertainment can be accessed from aainflight.com.

In addition to Rosetta Stone and Skillshare, the new Lifestyle inflight entertainment channel will include existing customer favorites like Calm, Austin City Limits live music and concert performances.

About Rosetta Stone

Rosetta Stone is dedicated to changing people's lives through the power of language education. The company's innovative digital solutions drive positive learning outcomes for the inspired learner at home or in schools and workplaces around the world. Founded in 1992, Rosetta Stone uses advanced digital technology to help all types of learners read, write and speak more than 30 languages, including several endangered languages. Rosetta Stone joined the IXL Learning family of brands in 2021.

About Skillshare

Skillshare is the world's largest online learning community for creativity. With more than 13 million registered members and over 30,000 video-based classes in a wide range of creative disciplines from graphic design to photography to painting and illustration to interior design—taught by industry experts including Aaron Draplin, Kelis, Emily Henderson, Thomas Frank, and Jeff Staple —Skillshare's mission is to make the creative life possible for everyone around the world. To learn more, go to: <https://www.skillshare.com/>

About American Airlines Group

American's purpose is to care for people on life's journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) and at [Facebook.com/AmericanAirlines](https://facebook.com/AmericanAirlines).