



NEWS RELEASE

American Airlines enhances inflight connectivity and entertainment, will introduce AAdvantage redemption

3/20/2024

- AAdvantage® members will soon be able to use their miles in even more ways with a new option to redeem for Wi-Fi on board.
- All customers can enjoy ad-sponsored Wi-Fi available across 100% of American's Viasat domestic narrowbody fleet.
- Regional high-speed Wi-Fi installations kick off this summer, bringing high-speed Wi-Fi to nearly 500 dual-class regional aircraft.
- New inflight content and specially curated channels further enhance entertainment offerings.

American continues to make its high-speed inflight Wi-Fi more accessible and easier to use, whether customers connect to work or browse the internet. From introducing a new way for AAdvantage® members to use their miles to consistently improving the inflight connectivity and entertainment experience, customers can look forward to making the most of their time onboard.

Coming soon: redeem miles for Wi-Fi in flight

AAdvantage® members will soon be able to use miles to pay for Wi-Fi on board. American will start rolling out this new ability to redeem miles in the next few weeks on a couple select aircraft. By the summer travel season, all of the airline's Viasat-equipped narrowbody aircraft will offer this ability to unlock Wi-Fi in exchange for miles. With this enhancement to help loyalty go even further, American continues to deliver on the commitment that travel is better as an AAdvantage® member.



Taking Wi-Fi connectivity to new heights

Once connected, customers can enjoy Wi-Fi even longer with gate-to-gate connectivity on most mainline aircraft, allowing customers to stay connected from the minute they find their seat to when they're deplaning, and connectivity is only going up from here. Customers looking for a free Wi-Fi option can enjoy ad-sponsored Wi-Fi across 100% of American's Viasat domestic narrowbody aircraft.

All Wi-Fi connectivity enhancements will be powered by a new design for the Wi-Fi portal that customers use inflight, rolling out throughout the year. The new Wi-Fi portal design will further enhance the customer experience by making Wi-Fi offerings even more accessible for customers with a user-friendly Wi-Fi purchase process with fewer clicks and effective direct-to-customer communication through strategic pop-up messaging. The portal will also make content easier to navigate through a sleeker design, providing an aesthetically pleasing experience that highlights American's Wi-Fi, entertainment and partner offers on a single page.

Traveling on a regional aircraft? This summer, American and Intelsat will begin installation of **high-speed Wi-Fi** on nearly 500 dual-class regional aircraft — helping even more customers have a consistent and connected inflight experience.

Staying entertained on board

American is the first airline to offer streaming capabilities on 100% of its mainline fleet, allowing customers to stream video content from their favorite streaming platform. Customers can continue accessing one of the regularly updated 1,500 pieces of free content on inflight entertainment.

Customers can discover fresh and free content, as American updates approximately 200 titles monthly inspired by current entertainment trends, customer feedback and data analysis to create a robust content offering that includes Movies, TV Shows, Audio and Lifestyle options such as:

- A chance to catch up on all the 2024 winners and nominees by checking out the Award Nominated channel.
- A Women's Stories channel, with female voices, from actresses and directors to writers and singers.
- A Paramount Scares channel featuring specially curated horror and scary movies.

American is committed to a premium customer experience, and this includes creating a fun experience for all travelers. Customers can enjoy options such as:

- Our youngest flyers can enjoy baby sensory videos through our new exclusive partnership with Hey Bear Sensory to captivate the attention of little ones contributing to a calm and stress-free journey for parents and nearby passengers.
- Customers looking for wellness options can find custom content like meditation, affirmations, seated

stretches, self-care and more wellness categories on their flight through our new partnership with FitOn.

- Music fans can enjoy exclusive access to some of the most exciting artists around today through Center Stage. Each episode features in-depth interviews with emerging and established artists.

Looking for unique offers from American's partners? American continues to provide even more value for customers via the partners page, where customers can discover special offers from our partners like Apple TV+, where new customers can get a free two-month subscription to continue watching Apple Originals they've discovered in flight.