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FOR RELEASE: Thursday, Feb. 21, 2008

AMERICAN AIRLINES DEBUTS NEW FLAGSHIP EXPERIENCE ADVERTISING

Experiential Website Gives Customers a Sample of American's Premium Service

FORT WORTH, Texas – American Airlines is unveiling a fully integrated advertising approach that utilizes various media – television, print and online – to focus on international premium class travelers and to increase awareness of American's premium travel experience.

The campaign, created by TM Advertising, American's longtime agency of record, is designed to support American's premium class Flagshipsm Experience, focusing on the next-generation Business Class on American's Boeing 777 and Boeing 767-300 aircraft.

To launch the advertising, American is introducing a new, 30-second TV commercial aimed primarily at international premium class travelers. The spot exclusively features computer-generated imagery and will air in select markets during this year's Academy Awards program on Sunday, Feb. 24.

Additionally, a new micro-site, www.aa.com/flagship, provides flyers with a rich, virtual experience of American's premium class offerings while presenting the new Business Class service. The Web site, which will be available for use in eight countries, will be supported by print and collateral advertising, direct mail, and public relations efforts.

"This Flagship Experience approach is different from what we've done in the past. It reflects how our brand is evolving, and it demonstrates that we're in tune with our customers' needs," said Dan Garton, American's Executive Vice President – Marketing. "Additionally, it brings to life the improved experience American Airlines customers will enjoy as a result of our most recent enhancements to our Business Class product. Whether our customers are working, enjoying a meal and a movie, or just relaxing, we know how important it is for them to be comfortable on their flights."

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“Our creative concept is focused on the stream of consciousness someone could have when flying in American’s new international Business Class,” said Bill Oakley, Group Creative Director for TM Advertising. “Online, we wanted to create a tremendously rich virtual experience that reflects the extensive upgrades of premium services on American’s international flights. The idea of tapping into these customers’ thoughts and creating various ‘worlds’ to reflect different personalities allowed us to develop a highly aesthetic and engaging campaign that showcases what American’s new international Business Class experience is all about.”

American Airlines, the world’s largest airline and a founding member of the **oneworld**[®] Alliance, completed the installation of its next-generation Business Class product in December 2007 on its fleet of Boeing 767-300 aircraft and has installed the next-generation Business Class product on half of its Boeing 777 aircraft, with the remainder slated for completion in 2008.

American’s new Business Class seats, designed by Recaro, are highly adjustable with five independent motors. They feature a bed length of 76 inches and include privacy dividers, a unique track-forward ability and interlocking tray tables. Updated features also include personal inflight entertainment devices with audio and video on demand, state-of-the-art cabin lighting, and sleek, ergonomically designed overhead bins.

About American Airlines

American Airlines is the world's largest airline. American, American Eagle and the AmericanConnection[®] airlines serve 250 cities in over 40 countries with more than 4,000 daily flights. The combined network fleet numbers more than 1,000 aircraft. American's award-winning Web site, AA.com, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American Airlines is a founding member of the **oneworld**[®] Alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Together, its members serve nearly 700 destinations in over 140 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR).

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