

UPDATE

Happy 70th Birthday Admirals Club!



Airline Begins 70 Days Of Celebration, Special \$70 Saving Offer On Annual Memberships!



In Chicago, Admirals Club employees dressed up in 1930s costumes to celebrate the anniversary of first club's opening in 1939.

American Airlines is celebrating the 70th birthday of its Admirals Club lounges from August 10 through October 19. Through October 19, customers will receive a \$70 saving offer on an annual Admiral Club membership – new or renewal.

In 1939, American Airlines opened the industry's first VIP lounge at LaGuardia Airport in New York, forever changing travel at airports. During the past 70 years, the Admirals Club has become synonymous with

productivity, comfort and convenience at major airports through the United States, Canada, the Caribbean, Europe, Asia and Latin America.

Today, American Airlines has more than 40 Admirals Club locations worldwide. Membership provides the key to private surroundings where members can relax or work before, after or between flights, and enjoy personalized, professional service from club staff.

In celebration of our 70th birthday, each Admirals Club location will host an in-club birthday party for members and guests to enjoy during their travels. Visit <http://www.aa.com/aa/i18nForward.do?p=/amrcorp/newsroom/admirals-club-70th-birthday.jsp> the Birthday Calendar for the date, time and details of each club's birthday celebration.

American, a founding member of the global **oneworld®** Alliance, offers annual Admirals Club memberships for new members ranging from just \$350 to \$500. One-day passes are available for \$50 and

may be purchased online, at self-service check-in machines, or at any Admirals Club location.

Amenities vary by location, and may include complimentary domestic Wi-Fi access, showers, personal computers with complimentary Internet access, children's areas with appropriate TV programming, music area, and much more. For further details visit American's Admirals Club Web site at www.aa.com/admiralsclub.



American Eagle Airlines Launches Service From Los Angeles to Roswell, N.M.



On August 25, American Eagle, the regional affiliate of American Airlines, launched service to Southeastern New Mexico with four

nonstop flights per week from Los Angeles International Airport (LAX) to Roswell International Air Center (ROW). This new service will be operated with 44-seat Embraer ERJ-140 jets, and is in addition to the three daily round-trip flights now offered between Dallas/Fort Worth International Airport (DFW) and Roswell.

"We have received tremendous community support from Roswell and are delighted to connect the communities of Southeast New Mexico with convenient jet service to the West Coast," said American Eagle President and CEO Peter Bowler. "Customers can arrive

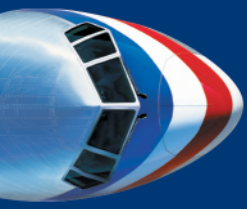
in Los Angeles first thing in the morning and connect to popular Western destinations such as Las Vegas, San Francisco and San Diego – or to cities throughout the American and American Eagle network."

Customers can also make convenient connections in Los Angeles to destinations in the Pacific Northwest, via American's codeshare agreement with Alaska Airlines.

American Eagle operates over 1,500 daily flights to nearly 160 cities throughout the United States, Canada, the Bahamas, Mexico and the Caribbean on behalf of American Airlines.

Flight Number	Departs	Arrives	Days	Travel Time
AA3113	Los Angeles - 2:55 p.m.	Roswell - 6:00 p.m.	Sat, Sun, Tue, Thu	2 hours 5 minutes
AA3114	Roswell - 7:00 a.m.	Los Angeles - 8:15 a.m.	Sun, Mon, Wed, Fri	2 hours 15 minutes





UPDATE

Message From Craig S. Kreeger, Senior Vice President-International



Craig S. Kreeger, American Airlines' Senior Vice President-International, was back in Japan at the end of July, and he took the opportunity to address the American Chamber of Commerce in Japan (ACCJ) on the topic, "Airlines Under Siege? Threats and Opportunities in the 21st Century" on July 29.

His remarks focused on the opportunities awaiting airlines in the 21st century and ways in which American has responded to challenges.

Air travel delivers the people and goods that make possible our dynamic global marketplace, but the 21st century has been anything but friendly to the airline industry. From 9/11 and SARS to global economic turmoil, the industry has been beset by a succession of crises, while environmental

concerns and discerning travelers have raised the bar for both corporate best practice and customer service.

Kreeger stressed that American's approach to this strict new reality is simple: "As masters of our own destiny, we face up to and rise above every single challenge" — an attitude that has served American well during its 80-year history. American Airlines continues to rise above the fray by responding flexibly to change; creating a strong global network with select partners; and, most importantly, by never straying from its commitment to deliver value to customers.

"Working together with our oneworld alliance partners, American is endeavoring to deliver more and better travel options for customers

through seamless travel, enhanced rewards and high-quality, frequent services," said Kreeger. A-la-carte services, easier access to Admirals Clubs and priority check-in are some of the ways that American has responded to customer demands — and the response from customers has been fantastic.

Wrapping up his address, Kreeger said: "Our confidence stems from our competitive strengths, our proven resilience, and the fact that despite formidable obstacles, we are executing well on a number of fronts today. We are running an airline our customers can depend on, delivering the products and services they value and building a fleet and a network that will serve our customers and our company well for many years to come."

Craig Kreeger traveled to China, another important market in Asia under American's global strategy, where he addressed the American Chamber of Commerce in Shanghai on July 30th.



American Airlines Enhances Customers' Inflight Dining Experience



American Updates China, Cutlery, Wine Glasses



The effort that began a few months ago to fine-tune the First and Business Class dining experience on American Airlines recently

reached completion with the addition of new styles of china, cutlery and wine glasses.

Additionally, a larger stemmed wine glass with a tulip-shaped globe was introduced in First Class on international Boeing 777 and transcontinental Boeing 767-200 flights to enhance the wine-enjoyment experience.

Customers traveling internationally in Economy Class also began seeing enhanced food and beverage offerings in May. Although these complimentary offerings vary by international route, they include a new

gourmet snack mix accompaniment during the first beverage service, the addition of cheese and crackers, a fresh green salad and new dessert option to the current entrée, a larger mid-flight snack box, and an eight ounce bottle of water.

Other additions in the premium cabins — such as cereal and yogurt in the continental breakfast, larger portion sizes, new dessert options and a new Mai Tai cocktail — were implemented in April and May.



Admirals Club®

