

# UPDATE

## Lights! Camera! American! - American Airlines Featured In New Jason Reitman Film, "Up In The Air"



The new Jason Reitman film, *Up in the Air* tells the story of a business man who, in just one year, traveled 322 days and logged 350,000 frequent-flier miles. By frequent-flier standards, those are some pretty impressive numbers.

The dramatic comedy stars Oscar-winner George Clooney as Ryan Bingham, a business traveler whose cherished life on the road is threatened just as he is on the cusp of reaching 10,000,000 frequent-flier miles and after he's met the frequent-traveler woman of his dreams.

From the red and blue logo to the flight crews' uniforms, American Airlines is highly visible in this much-anticipated film. Viewers will see an array of products: AAdvantage, ConciergeKey, Admirals Club, Priority AAccess, flight and gate information displays, and self-service machines.

It was equally important to Oscar-nominated director Reitman that the travel experience be portrayed accurately, and American's staff



worked with the producers and directors to ensure that the scenes were portrayed realistically. American also coordinated with the production staff in arranging access to airports, planes, a hangar, and an Admirals Club location for the filming of some scenes, which included several products and services already familiar to American's customers.

Filming took place in numerous airports and cities throughout American's system, including Miami, Las Vegas, St. Louis and Omaha. Nineteen departments within AA assisted with props and other special

needs related to production.

Paramount Pictures' "*Up in the Air*," opening in U.S. in December 2009, received the most Golden Globe nominations of any film last year, with a total of six nominees including Best Motion Picture-Drama, Best Director, Best Screenplay, Best Performance by an Actor in a Motion Picture-Drama for George Clooney, and two Best Performances by Actresses in a Supporting Role.

*Up in the Air* is a movie you won't want to miss, and as an American Airlines customer, you will have an insider's perspective. We will see you at the movies!

**UP IN THE AIR**  
ANNOUNCED IN THEATERS THIS DECEMBER

**THE ULTIMATE FREQUENT FLYER MEETS THE ULTIMATE FREQUENT FLYER PROGRAM.**

**AAdvantage**  
Join American Airlines in celebrating the release of *Up in the Air*, in theatres this month, and use your AAdvantage® miles to bid on travel, unique experiences, movie related items and more. Plus, enter for a chance to win an elite travel package to Los Angeles. Go to [AA.com/upintheair](http://AA.com/upintheair) today, to start bidding and to enter.

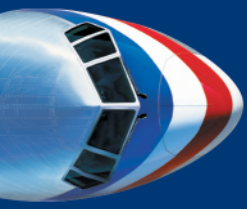
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The arrival of Natalie Keener (Anna Kendrick, left) complicates Ryan Bingham's (George Clooney, right) work life in *Up in the Air*.





# UPDATE

## International Flagship Service Update



### New Selections From Hawaiian Master Chef, Sam Choy



American Airlines has redesigned its in-flight menus on flights between Japan and US gateway cities in a collaborative effort with Hawaii native and celebrity chef, Sam Choy. The award-winning restaurateur has spent his career introducing regional Hawaiian recipes to a receptive international audience. The redesigned menu entrée selection incorporates the many flavors of island foods, strongly

influenced by Pacific Rim, California, and European cuisine. Sam Choy's relationship with American is a long standing one that started with a popular redesign of meal service on American's Hawaii flights to the US mainland, and is another tangible investment of American's commitment to introducing quality products and services, in this case giving customers a palate-pleasing in-flight experience.

"Hawaii's Culinary Ambassador" is the official honorary title bestowed upon Chef Sam Choy by the Mayor of the Big Island of Hawaii where Sam calls home. In the islands where he is universally recognized, school kids rush up to give him bear hugs and the "Sam Choy" name alone is fast becoming an ingredient to international branding of Hawaii's image. Sam however, humbly prefers to think of himself as, "just a local boy who made good."

In-flight service : Sam Choy worked with American Airlines to develop meals that travel well.

"Made good" is an obvious understatement. Chef Sam Choy is a four-time nominee of the James Beard Best Pacific Regional Chef Award and in 2004, Sam Choy's "Kaloko Restaurant" was the recipient of the James Beard/Gallo of Sonoma American Classics Award. He has also authored ten best selling cookbooks and released a national compilation of his local books titled, "Sam Choy's Island Flavors."



Look for Chef Sam Choy's entrée selections the next time you travel on American in the First or Business Class cabins.



### Japanese Meal Selection: Available By Pre-order Only

When traveling in First or Business Class between Japan and the US, you have the option to pre-order Japanese-style entrées prior to your flights. The pre-order or special meal order option is free, but must be placed a minimum of 24 hours prior to flight departure. To place an order for a Japanese-style entrée, please contact American Airlines or your local travel agent.

Passengers who do not pre-order a Japanese-style meal will be offered a selection of Pacific Rim and Western style meals.

To learn more about American's award winning in-flight service please visit:  
<http://www.aa.com/i18n/travelInformation/duringFlight/dining/internationalFlagshipEntrees.jsp>



### Bose® QuietComfort® 3 Acoustic Noise Cancelling® Headphones

American is please to be the only airline to offer Bose® QuietComfort® 3 Acoustic Noise Cancelling® headphones to our premium passengers in First and Business Class cabins on Boeing 777 Flights to and from Japan, Delhi and Shanghai.

To learn more about American's onboard technology please visit:  
<http://www.aa.com/i18n/travelInformation/duringFlight/onboardTechnology.jsp&anchorEvent=false>

