



CONTACT: Mary Sanderson
Corporate Communications
Fort Worth, Texas
817-967-1577
corp.comm@aa.com

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AMERICAN AIRLINES NAMES BETTY YOUNG TO LEAD ITS DIVERSE MARKETING STRATEGIES

FORT WORTH, Texas – American Airlines has named Betty Young to the position of Director – Diverse Segment Marketing. Young will be responsible for the company’s Diverse Segment Marketing strategies, focusing on enhancing services, support and outreach to American’s loyal LGBT, African-American, Hispanic, and women customers, as well as other diverse populations.

Young, a 19-year American Airlines veteran, served the past five years as co-manager of American Airlines Rainbow TeAAm, the company’s lesbian, gay, bisexual and transgender (LGBT) sales and marketing group. The Rainbow TeAAm, recognized as the first LGBT national marketing group at a Fortune 100 company, flourished under the leadership of Young and George Carrancho. Together, they have been instrumental in supporting the LGBT community and fostering a targeted sales strategy that has maintained American’s leadership in this important market segment. Carrancho will continue to lead American’s LGBT sales team.

“Betty has a career-long commitment to inclusion and diversity that is second to none,” said Roger Frizzell, American’s Vice President – Corporate Communications and Advertising. “She will play a key role integrating our customer outreach that best reflects our inclusive business philosophy, allowing us to better serve our customers.”

About American Airlines

American Airlines, American Eagle and the AmericanConnection[®] airlines serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The combined network fleet numbers more than 900 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

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