

# UPDATE

American Airlines kicks off its Fall media campaign in October!



→ Company business in New York      → Private business in Milwaukee

**Add something extra.**  
 No matter where you're flying in the Americas, American Airlines is the natural choice. Direct flights to four U.S. gateways with connections to over 240 cities in the Americas. Cities like Vancouver, Las Vegas, Miami, São Paulo and Cancun. Whether you're traveling for business, pleasure, or both, fly American to the Americas.

**American Airlines®**  
americanairlines.jp

For reservations, contact American Airlines at 03-4550-2111 in Tokyo, or toll-free at 0120-000-860 (unavailable for some areas.) Or visit us online at americanairlines.jp

Some destinations are served by American Eagle, American's regional airline affiliate. American Airlines, American Eagle and americanairlines.jp are marks of American Airlines, Inc.

- New York
- Los Angeles
- Dallas/Fort Worth
- Chicago

New creative work covering the full scope of AA's Fall advertising campaign will be released this month. Featuring American's convenient service to the US and all across the Americas, advertising will run online, outdoors and in print publications. This autumn, whether it's business or leisure, fly American to the Americas!

## oneworld™ Web Page Has A New Look & New Features



The website for oneworld Alliance, [www.oneworld.com](http://www.oneworld.com) has a fresh new look and some fantastic new features.

The new site includes an interactive map displaying the routes of all eight oneworld airlines and oneworld affiliates, an airport lounge directory with information about nearly 400

lounges worldwide, and for the first time, a search function. The oneworld group includes 8 airline partners (American Airlines, British Airways, Cathay Pacific, Qantas, Iberia, LAN, Finnair, AerLingus) and 12 other airlines. This consortium covers 8,150 flights to 135 countries and 600 cities everyday.

Starting in 2007, Japan Airlines, Marebu Hungary, and Royal Jordanian will join the alliance network expanding it by 6 countries and 100 cities, bringing the oneworld alliance to offer over 9,000 flights per day.

## New Admirals Club at Narita Airport Terminal 2

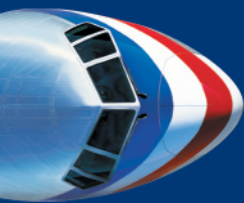


As indicated in our previous issue, American Airlines will be moving to Narita Airport Terminal 2 in January 2007. In line with this move, we will open a new spacious Admirals Club lounge in Terminal 2 for our First and Business Class guests and members. The new lounge will be 1,234 square meters – 83% larger than our current lounge.

**Lounge Capacity:** 264 seats  
**Offered Services:** 1 VIP room, 2 business centers, 19 individual desks, wireless LAN Internet access, 4 cyber café stations, 5 shower rooms, complimentary telephone service to Tokyo, Kanagawa, Chiba, and Saitama areas, complimentary copier, fax machine, and self-service bar offering wine, beer, coffee, tea, and snacks.



Admirals Club®



# UPDATE®



## Celebrated Living: Exclusive reading for American's passengers traveling in the Premium Cabins



Written and designed exclusively for American Airlines First and Business class passengers, Celebrated Living offers readers the ultimate guide to the good life, including all things in style and trends, along with living-well tips from celebrities. The magazine is published quarterly and on board all American Airlines flights in First and Business class cabins, reaching more than 3.1 million customers. Celebrated Living is also available in all Admirals Clubs.

## Fall 2006: Food & Wine Festivals

### Sonoma County Showcase of Wine & Food



See: [www.sonomawine.com](http://www.sonomawine.com)

Sonoma is the perfect place to indulge in California cuisine and learn about wine. At the Taste of Sonoma County, area chefs serve bite-size creations featuring local ingredients. An online auction lets those who can't attend to participate virtually.

### Food & Wine Classic in Aspen



It's a three-day epicurean escapade of cooking demos and wine seminars where celebrity chefs go toque-to-toque in the Classic Cook-Off. The pièce de résistance is dinner with Food & Wine's 10 Best New Chefs in America. For chefs this is the culinary equivalent of Woodstock. See: [www.foodandwine.com/classic](http://www.foodandwine.com/classic)

### AA teams up with *Metropolis*, Japan's leading weekly magazine



American Airlines partners with *Metropolis Magazine* and its publisher, Crisscross KK, Japan's leading source of English news about Japan. American sponsors a weekly audio version of the magazine called, "Tokyo Metpod" hosted by veteran DJ, Kamasami Kong. The podcast is free and downloadable by one click at: [www.metropolis.co.jp/podcast](http://www.metropolis.co.jp/podcast) every Thursday evening. American's sponsorship includes a biweekly entertainment column called "Between the Stars" published in the *Metropolis* weekly magazine and website.



### AA holds fab Cancun party atop Roppongi Hills



**Night Flight to CANCUN** American Airlines and the Cancun Convention and Visitors Bureau hosted a special event, *Night Flight to Cancun*, in Roppongi Hills last month to celebrate and promote the revitalization of Cancun, Mexico, now fully recovered from last year's hurricane.

Over 300 guests were able to sample Mexican foods and cocktails, enjoying a full night of Latin music and entertainment, looking over Tokyo from the 52nd Floor of the Mori Tower. (Access photos from that night here: [www.americanairlines.jp/cancun](http://www.americanairlines.jp/cancun))

### New AA Japan Website Now Live - In English!!



Starting October 1, 2006, the American Airlines Japan website will be available in English. This new service is AA's answer to the diverse and complex needs of its valued customers. American welcomes the opportunity and awaits new users who want easy access in English!  
URL: <http://www.americanairlines.jp>

AA provides the most direct, convenient routes to Cancun from Tokyo and to other destinations in Latin America, with 2 daily flights to Dallas Fort-Worth, and easy connecting flights to Cancun.