

## Mayor Bloomberg Launches "Just Ask The Locals," A Campaign To Welcome And Thank Visitors From Around The World



American Airlines' New \$1.3 Billion Terminal at John F. Kennedy International Airport provides first point of contact for tourist appreciation campaign including tips and thanks from New York celebrities Robert DeNiro and Julianne Moore



Mayor Michael R. Bloomberg launched the first phase of "Just Ask The Locals," the City's first-ever five-borough marketing and advertising campaign to make visitors feel more welcome, thank them for visiting, and help them navigate New York City. The campaign includes outdoor advertising throughout the five boroughs, insider tips from celebrity residents available on a tourist hotline, and a new tourism website.

The Mayor announced the campaign at the unveiling of the state-of-the-art, \$1.3 billion American Airlines terminal at John F. Kennedy International Airport. The terminal itself will serve as a campaign focal point, with advertisements for "Just Ask The Locals" lining the corridors to create a comprehensive welcoming experience for passengers.

"We're excited to be joining NYC & Company in the 'Just Ask The Locals' campaign," said Gerard Arpey, Chairman and CEO of American Airlines. "The timing is perfect, given the completion of our new JFK terminal, one of the premier international arrival and departure facilities in the world. We're giving visitors to New York City a great first impression with our state-of-the-art facility, which includes 1.58 million square feet, two new Admirals Clubs and a Flagship Lounge. From our speedier security and customs processing to the New York City-themed art on the walls, our new terminal is producing a more convenient, welcoming and enjoyable travel experience for visitors and New Yorkers alike."



### AA's New Terminal at JFK

#### AT-A-GLANCE

- **Distinction:** Newest/largest airline terminal at JFK.
- **Cost:** \$1.3 billion
- **Size:** 1,583,493 square feet, which is more than 50 percent larger than the size of Madison Square Garden and nearly double the square footage of Yankee Stadium.
- **Traveler capacity:** 12.8 million passengers a year

#### CHECK-IN

##### Special Services:

- With the terminal opening, American introduces special services that allow First Class and Business Class passengers to go from being dropped off through security and to AA's new Admirals Clubs and Flagship Lounge in less than 30 minutes.
  - o New premium class check-in service
  - o New premium class security lanes
  - o New International curbside check-in service



#### Ticketing Positions:

The Main Terminal will have a total of 84 ticketing positions, each designed with its own automated baggage takeaway belts that transport baggage directly to the state-of-the-art, in-line security baggage system to expedite passenger processing times.

- Ticket counters are located in an 88,600 square-foot lobby with 65-foot ceilings that provides a bright and airy space for customers to obtain tickets, check luggage and enter security. Check-in times typically average less than 60 seconds for domestic flights and in as little as 90 seconds for international flights.

#### Gates:

- Upon completion, the facility will include 36 gates, 19 of which will be international-capable:



#### SECURITY/SCREENING

##### Security Checkpoints:

Ten lanes capable of processing 1,800 travelers per hour.

##### Checked Baggage:

Upon completion, the baggage system will include eight in-line CTX 9000 scanners. With the eight in-line security screening machines, the system will be able to process 3,200 bags per hour as compared to 1,600 bags per hour for the previous arrangement – again, greatly expediting the overall process.

#### LOUNGE

##### Admirals Club – Concourse B:

Located in Concourse B after gate 12 on the Mezzanine level, the new JFK Admirals Club lounge spans 11,200 square feet with a seating capacity of 171.



The multi-functional Business Center features 14 work stations, nine Lenovo personal computers – more than any other domestic lounge in American's system – with high-speed Internet access, a copier and a flat fee fax service. In addition, a walk up Cyber Café features four Lenovo PCs with high-speed Internet access, in addition to T-Mobile Wi-Fi hotspots throughout for subscribers.



##### Flagship Lounge – Concourse B:

Located in Concourse B after gate 12 on the Mezzanine level inside the Admirals Club lounge, the Flagship Lounge spans 7,000 square feet with a seating capacity of 107.

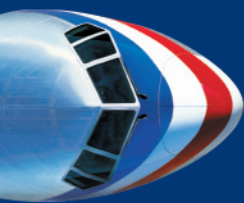
Available to First Class international passengers traveling overseas and First Class transcontinental passengers flying on transcontinental routes on three-class aircraft, the Flagship Lounge offers a serve-yourself complimentary food and beverage area complete with a wide selection of wines, liquors and other beverages as well as expanded food offerings including hot and cold selections.



The multi-functional Business Center features 10 work stations, six Lenovo personal computers with high-speed Internet access, a copier and a flat fee fax service. In addition, a walk up Cyber Café features two Lenovo PCs with high-speed Internet access.

Guests can be entertained by watching DirecTV or using complimentary T-Mobile wireless access. Guests can also enjoy free local phone calls.





## American Airlines To Offer New Service To Buenos Aires, Argentina, From Its Chicago Hub



Latin America. "Buenos Aires is very much like Chicago – it's a big financial hub in the Argentinean heartland and is a cultural center as well.

"This new route to Latin American complements our existing service to Buenos Aires from other gateways including Dallas/Fort Worth, Miami and John F. Kennedy Airport in New York. This new flight will provide easy, convenient connections to Buenos Aires for passengers and shippers located throughout the Midwest, the Pacific Northwest and Canada via O'Hare," Dolara said.

American, a founding member of the global oneworld® Alliance, will serve the new route with its 221-seat Boeing 767-300 aircraft featuring 30 next-generation Business Class seats and 191 Economy/Coach class seats. Buenos Aires will be the 21<sup>st</sup> nonstop international destination served from O'Hare by American and its regional partner, American Eagle.

Here is the tentative schedule for the flight:

From Tokyo to Buenos Aires via Chicago		
<b>AA154</b> (NRT-ORD)	Departs: 7:05 p.m.	Arrives: 3:50 p.m.
<b>AA961</b> (ORD-EZE)	Departs: 8:10 p.m.	Arrives: 10:20 a.m. (next day)

From Buenos Aires to Tokyo via Chicago**		
<b>AA964</b> (EZE-ORD)	Departs: 8:55 p.m.	Arrives: 5:10 a.m. (next day)
<b>AA153</b> (ORD-NRT)	Departs: 11:05 a.m.	Arrives: 3:15 p.m. (next day)

\*\* effective Dec. 14, 2007



American Airlines announced that it will begin daily nonstop service from Chicago O'Hare International Airport to Buenos Aires, Argentina, effective Dec. 13.

"We have long wanted to serve Latin America from our Chicago hub, and we are pleased that we will be able to do so as part of a new aviation agreement between Argentina and the United States," said Peter Dolara, American's Senior Vice President – Miami, Caribbean and

Tickets for the new flight are available for sale and are pending final government approval.

## American's Arpey Named CEO Of The Year



American Airlines Chairman and CEO Gerard Arpey has been named CEO of the Year by DallasCEO magazine.

The CEO Sentiment Survey was conducted during the last few months among senior executives in the Dallas-Fort Worth area by DallasCEO magazine and representatives of Southern Methodist University's Cox School of Business.

The survey was sent to about 6,000 public and private companies and covered local and national economic issues. At the end of the survey, respondents were

asked to name the top three still-active CEOs or presidents, based on their impact on their organization and the DFW community.

Arpey was recognized for his leadership in transforming American, which is the world's largest airline, from near-bankruptcy in 2003 to five consecutive profitable quarters.

