BRAND USA

NEWS RELEASE

New Year, New Adventure: Follow Three Intrepid Brits Travelling to All 50 American States in 30 Days with American Airlines and Brand USA

London, England - January 14, 2013

Join the adventure with our New Year flight sale, New York from £409 pp (inc taxes)

American Airlines is welcoming 2013 with the launch of 'The United States of Adventure'. The project - which demonstrates the scope of American's network in the US - is a time-restricted challenge that features across multi-media platforms so that the general public can take part in the journey.

There is a 'real-time' blog featuring weekly films and recommended i-phone apps and there are images on Pinterest representing each of the 50 states. Facebook and Twitter followers of American Airlines are invited to suggest their favourite restaurants, activities and locations for the team to sample and there is a daily opportunity for the public to enter a competition for their own United States adventure in Chicago. At the end of the challenge the complete film will be broadcast onboard American aircraft on some routes.

"The aim of this ambitious challenge is to uncover the very best that the USA has to offer by asking the public, US locals and celebrities what their favourite spots are and combining this with American's knowledge to showcase this diverse and exciting country. As soon as the project was live, the team received dining tips from Man vs Food host Adam Richman which will certainly provide some entertainment," said Head of Marketing, Europe and Pacific, Stephen Davis.

"From bobsleigh in Utah to bull-riding in Texas, from dining with an Amish family in Pennsylvania to sampling the food trucks of New York, the United States of Adventure team are keen to experience the most unusual, quintessential or challenging activities in the USA."

The project is being supported by Brand USA (DiscoverAmerica.com), the new tourism marketing body for the United States of America. Brand USA's objective is to rekindle the holidaymakers' love affair with America - positioning it as a diverse destination still to be explored. This made them the obvious partners for the United States of Adventure, which presents the USA in a lively and engaging way. American and Brand USA share the overall goal of guiding the USA back to the world's leading tourism destination for UK and Irish visitors.

Until the 22 January, American Airlines will be offering irresistible fares to the USA for travel in 2013 until 30 September. Discover New York from £409, LA from £519, Chicago from £449, Dallas from £581 and Miami from £564 (all prices are return fares per person, including all taxes). For more information and to book go to aa.com.

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American Airlines, American Eagle and the AmericanConnection® carrier serve 260 airports in more than 50 countries and territories

website, 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 **one**world® 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 and members-elect serve more than 900 destinations with more than 9,000 daily flights to 150 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com, and AAdvantage are trademarks of American Airlines, Inc. AMR Corporation common stock trades under the symbol “AAMRQ” on the OTCQB marketplace, operated by OTC Markets Group.

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About Brand USA
Brand USA is the nation’s destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.