

American Airlines Launches New Application Using Facebook Platform

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Users Can Share Personal Favorites, Travel Experiences and Details About Upcoming Trips, Interact with American Airlines in Social Environment

After more than 80 years of bringing people together through the air, American Airlines is now bringing people together through cyberspace on Facebook(R) Platform.

American Airlines has launched Travel Bag, an exciting new application on Facebook Platform that makes it easy for users to share travel experiences with friends in their network, to offer and read reviews and comments on things such as restaurants and shops, and even to create countdowns for upcoming events or trips to let friends know what they're doing to.

In addition, Travel Bag offers a convenient link to American's award-winning Web site, AA.com, where Facebook users can check for low fares, make reservations, view their AAdvantage(R) miles, check gate and arrival/departure information, even get the 411 on American Airlines destinations -- all within their own unique profile page.

Facebook has more than 67 million active users, and American Airlines is the first major airline to offer an application on the site for users to contribute and access travel-related content.

"At American Airlines and AA.com, we know that one of the great pleasures of travel is being able to share your experiences and knowledge with others, and our new application on Facebook Platform makes that easy, convenient and fun," said Derek DeCross, Managing Director - Interactive Marketing at American. "It's also a new portal to everything that American has to offer customers through AA.com. If you read or see something during a Facebook session that inspires you to travel, the start of your trip is just a click away, at AA.com."

The components of the new American Airlines application on Facebook Platform are:

Favorites - Generate a list of your "favorite things" -- the best restaurants, the best-equipped gyms, the best museums, and more in your town or on the other side of the world. Share with fellow Facebook users your impressions, with information easily organized by category, destination, network or previously tagged favorites.

Travelogue - Make travel journals, include photographs, share anecdotes with other Facebook users, and let them know all about your most recent trip. Was it the trip of a lifetime, and are you already planning your next one? Travelogue is better and faster than a postcard, and you don't have to worry about stamps.

Trip-O-Vent - Create visual countdowns to important events in your life for other Facebook users to see -- an upcoming trip, a graduation, a wedding. Invite friends to your event or even add pictures. An additional component allows Facebook users to search for public events by destination, so if you have free time or are feeling bored, now you'll know what's going on around town.

"American Airlines is committed to interacting with customers in ways that are most convenient to them. With Facebook's enormous popularity, it's an ideal forum to reach out to our current and potential customers," DeCross said. "We're excited about this new capability and plan to add enhancements to it, keeping it fresh and relevant as the community of users grows."

It's fast and easy to download the new American Airlines application on your Facebook page. Simply visit <http://www.facebook.com/> and search for "Travel Bag" in the Application directory.

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