

AMERICAN AIRLINES

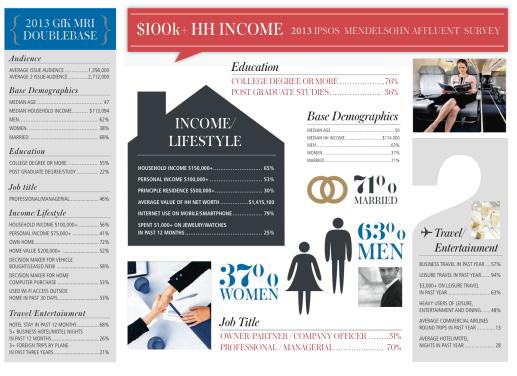
Monthly Passenger Reach 4,200,000 **Basic Demographics** Average Age 48 Average Household Income \$273,800 Men 56% Women 44% Married 84% Education College Degree or More 73% Post Graduate Degree/Study 31% Job Title Owner/Partner/Company Officer 27% Professional/Managerial 76% C Suite 27% Income / Lifestyle Household Income \$150,000+ 58% Personal Income \$100,000+ 50% **Owns Principal Residence 93%** Value of Principle Residence \$500,000+ 32% Average Value of HH Net Worth \$1,231,600 Internet use on Mobile/Smartphone 73% Heavy Mobile/Smartphone Internet User in Past 30 Days 38% Owns Imported Vehicle/Bought or Leased New 60% Owns Luxury Vehicle/Bought or Leased New 15% Spent \$1,000+ on Jewelry/Watches in Past 12 Months 27% Travel / Entertainment Business Travel in Past Year 65% Leisure Travel in Past Year 94% Used Internet to Obtain Travel Information 70% \$10,000+ on Business Travel in Past Year 22% \$3,000+ on Leisure Travel in Past Year 60% Heavy users of Leisure, Entertainment and Dining 54% 5+ Foreign Round Trips in Past Year 10% Average Commercial Airline Round Trips in Past Year 14 Average Hotel/Motel Nights in Past Year 29 Source: 2010 Mendelsohn Affluent HOH Survey, HHI \$100k+ About American Airlines

American Airlines, American Eagle and AmericanConnection® 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 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.

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