



AMERICAN AIRLINES INTRODUCES MOBILE BOARDING PASSES AT LHR
One of the first airlines in UK and American's first international location to offer the technology

Beginning this week, American Airlines passengers flying from London Heathrow (LHR) will be able to select a mobile boarding pass option when checking in for flights online. Saving time and paper, customers will be able to choose to receive boarding passes electronically on their mobile phones or smartphones.

The technology, which American introduced domestically in 2008 in partnership with the U.S. Transportation Security Administration (TSA), is now being launched across the airline's international network for the first time, starting with London Heathrow. This move makes American one of the first airlines to roll out the technology for passengers departing on flights from the UK and following the programme's expansion, mobile boarding passes are now available to travellers departing on American Airlines and American Eagle flights from 42 airports.

"We know our customers are mobile by definition, which is why the option to leverage personal devices to expedite travel has been so popular with our customers over the past two years," said Andrew Watson, American's Vice President – Customer Technology. "Eligible passengers departing from London Heathrow or one of the 41 U.S. cities that currently offer the programme now have the option to avoid printing a paper boarding pass and choose instead to have their boarding pass displayed on their mobile device; thereby speeding the process at the airport and helping the environment by saving paper."

The mobile boarding pass process is simple. When customers check in for their flight using AA.com and opt to receive their boarding pass on their mobile phones or smartphones, they will receive an e-mail with an Internet link to the boarding pass. Customers must have an active e-mail address where their boarding pass can be sent and an Internet-enabled mobile device where the 2-D barcode can be received. The mobile boarding pass contains a 2-D barcode that can be scanned at security checkpoints and at American Airlines gates. At the airport, customers simply scan their mobile phone or smartphone screen when going through Security (proper identification must be presented) and when boarding, just as they would a traditional paper boarding pass. Customers wishing to check bags can also use the electronic option by scanning the boarding pass on their mobile phone or smartphone screen at American Airlines self-service machines or ticket counters.

At this time, customers opting to use the electronic boarding pass may list only one person in their reservation. They must also be travelling on American or American Eagle to a U.S. destination from one of the 42 participating airports on a nonstop or same-plane direct flight or connecting flight through a participating mobile-boarding airport. U.S. domestic destinations include those within the United States, as well as the U.S. Virgin Islands and Puerto Rico.

Customers who check in online and wish to print a paper boarding pass are still able to do so. At the end of the online check-in process on AA.com, customers can choose how they would like to receive their boarding pass by selecting either "Print", where customers can

print the pass at that time, or use a self-service check-in machine to print at the airport, “E-mail for Print”, where the boarding pass is emailed for customers to print at their convenience, or “E-mail for use on Cell Phone or Other Device”, which is the mobile boarding pass option.

For more information on mobile boarding passes, including instructions on how to use the system, visit www.aa.com.

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ABOUT AMERICAN AIRLINES

American Airlines, American Eagle and the AmericanConnection® airlines serve 250 cities in over 40 countries with, on average, more than 3,300 daily flights. The combined network fleet numbers almost 900 aircraft. American's award-winning website, AA.com, provides users with easy access to check and book fares, plus personalised news, information and travel offers. 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. Together, its members serve nearly 800 destinations in over 150 countries and territories.