



December 2, 2011

Dear Valued Travel Partner:

To provide our customers with an optimal travel experience, American Airlines offers travel options that afford flexibility and convenience. Since the introduction in 2010 of Your Choice<sup>SM</sup> – an integrated selection of products and services that includes among others, Boarding and Flexibility Package, Group 1 Boarding and Confirmed Flight Change – we have continued to refine our offerings to provide our customers with a more personalized approach to travel planning.

Earlier this year, American launched the newest addition to the Your Choice<sup>SM</sup> family of products, Preferred Seats, which gives our customers a choice of ideal seat locations during check-in. Since launch we have enhanced the product, and Preferred Seats will now be available at the time of booking beginning with travel departures on Sunday December 4, 2011 and beyond.

Customers can purchase a Preferred Seat using one of American's direct channels, including AA.com, AA.com Mobile, Self Service Machines, AA Reservations and travel agencies that use AA Direct Connect. Pricing varies by flight and starts at just \$4 per segment.

Premium customers, including AAdvantage<sup>®</sup> and oneworld<sup>®</sup> elite and full fare customers, have access to Preferred Seats at no charge. In addition, these customers will continue to have access to Preferred Plus Seats, which are seats reserved exclusively for them, also at no charge.

Notably, military customers traveling on military fares will also have access to Preferred Seats at no charge.

Customers who choose not to pre-reserve a Preferred Seat will still be able to select a seat at no charge based on seat availability at time of booking, or they can wait until check-in to receive a seat assignment.

Ultimately, this broader merchandising strategy is intended to present a breadth of personalized packages of products and services that customers value the most.

This most recent enhancement to our seating program is an exciting addition to the Your Choice<sup>SM</sup> umbrella of personalized travel and one more way in which we do our best to provide an unsurpassed and flexible travel experience. I invite you to learn more about Preferred Seats along with other travel options available to customers at [AA.com/YourChoice](http://AA.com/YourChoice).

As you have seen from recent investments in aircraft, facilities, Admiral Clubs, technology and other products and services, we endeavor to improve our customers' travel experience.

With best regards,

A handwritten signature in black ink that reads "Bridget Blaise-Shamai".

Bridget Blaise-Shamai  
Managing Director, Merchandising and Distribution



## **Frequently Asked Questions Regarding Preferred Seats**

### **Will my agency be able to assign Preferred Seats to my customers?**

This will vary by who the customer is. Agencies will be able to assign any available seat to AA Premium Customers. However for other customers, agencies will only be able to assign a Preferred Seat via the AA Direct Connect. If your agency does not use the AA Direct Connect and the customer wants to pre-reserve a Preferred Seat they would need to do that directly on AA.com or call AA Reservations. Customers can also wait until check-in to purchase their Preferred Seat via AA.com check-in or a Self Service Machines at the airport.

### **What happens if the customer does not want to buy a Preferred Seat or if I can't assign one and there are no other seats available?**

Purchasing a Preferred Seat is optional. Customers may choose from other available seats at no charge up to 331 days prior to departure, based on seat availability at time of booking. If a seat is not reserved at the time of booking, and the customer does not want to purchase a Preferred Seat at check-in, then they can select any available free seat or receive an automatic seat assignment at check-in at no charge.

### **Will my agency be able to determine the location of the Preferred Seats?**

American is using a "P" attribute to designate a seat as Preferred Seat. Unlike "Q" blocks (Preferred Plus Seats exclusive to AAdvantage and oneworld elite members), the "P" attribute is not a blocking code. The "P" attribute is just an indicator that designates the seat as Preferred Seat. If a Preferred Seat has not been assigned, it will still show as available. If your agency uses the AA Direct Connect, then you will be able to determine the location of the Preferred Seats. Preferred Seats will be marked in AA seat maps per the table below. Further questions should be directed to your technology provider.

<b>Technology Provider</b>	<b>Identifier</b>
<b>Amadeus</b>	Y
<b>Apollo</b>	-
<b>Farelogix</b>	P
<b>Galileo</b>	-
<b>Sabre</b>	P
<b>Worldspan</b>	-

### **Who are considered to be AA Premium Customers?**

AA Premium Customers are: AAdvantage Executive Platinum, AAdvantage Platinum, AAdvantage Gold, and their companion travelers on the same reservation, full-fare customers, AAirPass and oneworld Emerald, Sapphire, and Ruby customers, and their companion traveler on the same reservation. In addition, Preferred Seats are available to Customers traveling on military or government fares at no charge.



**Does this change which seats I can assign to AA Premium Customers?**

No. AA Premium Customers have access to any available seat on the plane at no extra charge; therefore for AA Premium Customers agencies will still be able to assign any available seat on the plane, including Preferred Plus and Preferred Seats.

**Does this change which seats I can assign to customers other than AA Premium Customers?**

If you use the AA Direct Connect, you will be able to sell and assign a Preferred Seat to customers that desire to reserve a Preferred Seat for a charge. Agencies that do not use the AA Direct Connect will not be able to sell and assign Preferred Seats to these customers. An error will occur when trying to assign a Preferred Seat. Any agency will be able to assign free seats as available to any customer.

**I have a VIP customer that is not an AA Premium Customer. Are there exceptions to the policy?**

Exceptions are handled via AA Sales Support. Contact your AA Sales Representative for details.

**Where can I get more information regarding Preferred Seats?**

You can get more information by visiting [www.aa.com/seats](http://www.aa.com/seats) or by contacting your AA Sales Representative.