



AMERICAN AIRLINES UPDATE AUGUST 20, 2008
AMERICAN AIRLINES LAUNCHES AIRCELL'S
MOBILE BROADBAND SERVICE 'GOGO'

**American is the First Airline to Offer Full Inflight Internet in the U.S.
on the Entire 767-200 Fleet**

EDITOR'S NOTE: Video footage is available at <http://www.thenewsmarket.com/aircell>

Marking the beginning of the next wireless revolution, American Airlines made history today with the launch of the mobile broadband service, Gogo™ provided by Aircell®.

Effective today, customers traveling on American's Boeing 767-200 aircraft can access complete coast-to-coast coverage on nonstop flights between New York and San Francisco, New York and Los Angeles, and New York and Miami. American, the world's largest airline and founding member of the oneworld® Alliance, and Aircell, the world's leading provider of airborne communications, have joined together to bring the first full inflight broadband service to the U.S. market.

"We are pleased to provide our customers with the unprecedented ability to stay connected to their family, friends and business associates on the ground via the Internet while traveling at 30,000 feet above the United States," said Dan Garton, American's Executive Vice President – Marketing. "With today's launch, American Airlines makes history as the first and only U.S. airline to offer customers full inflight Internet connectivity, demonstrating once again our industry leadership and focus on our customers."

Aircell's Gogo will be available to customers as a fee-based service in all cabins. Aircell will charge \$12.95 on flights more than three hours, which include American's Boeing 767-200 flights. Each paid Gogo session includes full Internet access. Cell phone and Voice over Internet Protocol (VOIP) services are not available.

Gogo turns an American Airlines flight into a Wi-Fi hotspot, enabling passengers to surf the Web, check any email, Instant Message, access a corporate VPN, and more. Once the aircraft has reached 10,000 feet, users can simply turn on their Wi-Fi enabled

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devices such as laptops, smartphones and PDAs, open their browsers and be directed to the Gogo portal page where they sign up and begin surfing. Gogo is powered by the Aircell air-to-ground (ATG) Broadband System, which runs over Aircell's exclusive nationwide network.

"Today, U.S. air travel changes forever. With Aircell's unique ATG inflight Internet service, airlines finally have an economically viable option for providing the broadband connectivity passengers are demanding," said Jack Blumenstein, President and CEO, Aircell. "American Airlines is the first to bring inflight Internet to market, and today the days of being cut off from the rest of the world while in the air become history."

About Aircell

Aircell is the world's leading provider of airborne communications. As winner of an exclusive FCC frequency license in 2006, Aircell® has built a revolutionary mobile broadband network for commercial and business aviation. In 2008, the Aircell Network and its inflight portal, Gogo™, revolutionized the commercial airline passenger flight experience by delivering a robust Internet experience at 35,000 feet. In addition, the Aircell Network provides airlines with connectivity to operations and a path to enhanced cabin services such as video, audio, television and more. A similar feature set is available to Business aircraft operators. Aircell has facilities in Broomfield, Colorado, and Itasca, Illinois. Aircell's vision is to give everyone the ability to stay in touch, in flight®. For more information about Aircell, please visit www.aircell.com.

About Gogo™

Gogo, powered by Aircell, turns a commercial airplane into a Wi-Fi hotspot with true inflight Internet access. Passengers with Wi-Fi enabled devices, such as laptops, smartphones and PDAs, can surf the Web, check any e-mail, Instant Message, access a corporate VPN and more. For more information about Gogo, please visit www.gogoinflight.com.

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