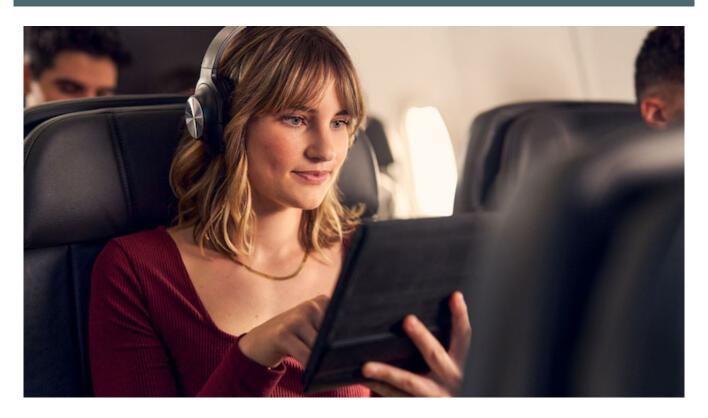
American Airlines makes inflight Wi-Fi more accessible



American Airlines introduces updates to IFEC experience

<u>American Airlines</u> has announced it will make its high-speed inflight Wi-Fi more accessible by introducing a new way for AAdvantage® members to use their miles. It will also elevate the inflight connectivity and entertainment experience for all passengers this year.

Miles redemption for Wi-Fi access

The airline plans to allow AAdvantage® members to use their miles to pay for Wi-Fi onboard. This option will be rolled out in the coming weeks on select aircraft. By this summer, all of the airlines' <u>Viasat</u>-equipped narrowbody aircraft will allow passengers to unlock Wi-Fi in exchange for miles.

Elevating inflight connectivity

Once connected, American Airlines passengers will be able to access Wi-Fi even longer with gate-to-gate connectivity on most mainline aircraft. Ad-sponsored Wi-Fi across 100 percent of American Airlines's Viasat-equipped domestic narrowbody aircraft will also become an option for those who do not want to pay for connectivity onboard.

All Wi-Fi connectivity enhancements will be powered by a new design for the Wi-Fi portal that passengers use inflight, rolling out throughout the year. The Wi-Fi portal design is set to make the Wi-Fi offerings even more accessible with a user-friendly Wi-Fi purchase process with fewer clicks and strategic pop-up messaging. The portal will also make content easier to navigate by highlighting American Airlines's Wi-Fi, entertainment and partner offers on a single page.

Passengers travelling on a regional American Airlines aircraft this summer will see the installation of high-speed Wi-Fi from <u>Intelsat</u> on nearly 500 dual-class regional aircraft.

Updates to IFE content

American Airlines offers streaming capabilities on 100 percent of its mainline fleet, allowing passengers to stream video content from their preferred platform. Passengers can also access the frequently updated 1,500 pieces of free content on the inflight entertainment system.

The airline updates approximately 200 titles monthly inspired by current entertainment trends, passenger feedback and data analysis. The onboard offerings of Movies, TV Shows, Audio and Lifestyle include 2024 winners and nominees on the Award Nominated channel, female voices on the Women's Stories channel and horror movies on the Paramount Scares channel.

American Airlines also offers content to entertain young passengers including baby sensory videos in partnership with <u>Hey Bear Sensory</u> to captivate the attention of little ones for a calm and stress-free journey for parents and nearby passengers.

Travellers can access wellness content including meditation, affirmations and seat stretches through a partnership with <u>FitOn</u>. Music fans can also watch content from artists on Center Stage including indepth interviews with musicians.