



FOR IMMEDIATE RELEASE

**Affinity Circles and American Airlines Partner to
Target Alumni and Student Social Networks With Travel Promotion**

***Interactive Media Campaign Designed to Leverage the
Power of Trusted Social Networks***

MOUNTAIN VIEW, Calif., March 27, 2007 – Affinity Circles, Inc., the leading provider of trusted social networks for affinity-based organizations, today announced that American Airlines has partnered with the company to sponsor a promotion reaching millions of students and alumni through the trusted social networks offered by their alumni associations. In a campaign starting this week, American Airlines will sponsor a travel group within dozens of affinity circles, offering participating community members discounted airline tickets and the opportunity to win free travel.

“This advertising opportunity allows us to leverage the power of trusted social networks to connect directly with our target audience, and build an interactive, viral community around our brand,” said Cheryl Batton, managing director, Centralized Account Sales at American Airlines. “It’s during the college years, and soon thereafter, that many individuals form travel habits and brand preferences that they carry into their professional lives. Our goal is to create a positive relationship with students and young professionals today, so that many will become our frequent flyers of tomorrow.”

The campaign will feature personalized, co-branded emails sent directly to affinity circles’ members, inviting them to join a travel group within their online community. The more friends they have in their network, the more chances they have to win, so members are encouraged to actively engage their peers.

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Each email features the American Airlines brand, along with that of the affinity-based organization. For brands concerned with the uncontrolled content of open social networks, this campaign provides an opportunity to be associated with the brands of leading university, fraternal and professional membership associations that they respect and trust.

“This campaign is a win-win for everyone involved,” said Steve Loughlin, president and chief executive officer of Affinity Circles. “Organizations win by delivering real value to their members who can take advantage of special promotions while building valuable connections with their peers. American Airlines wins by gaining access to a very hard-to-reach demographic, with the opportunity to build an active and engaged community around its brand. You can’t ask for a better situation.”

About American Airlines

American Airlines is the world's largest airline. American, American Eagle and the AmericanConnection® regional airlines serve 250 cities in over 40 countries with more than 4,000 daily flights. The combined network fleet numbers more than 1,000 aircraft. American's award-winning Web site, AA.com, provides users with easy access to check and book fares, plus personalized 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 more than 600 destinations in over 135 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR).

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About Affinity Circles

Affinity Circles is the leading provider of trusted social networks for affinity-based organizations. Today more than 100 organizations, including alumni and student groups, fraternities, professional associations and sports teams, have selected the company's hosted social networking platform to enable their members to build and maintain personal and professional connections in dynamic, trusted online communities. For more information, visit www.affinitycircles.com.

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