

Sojern Announces Launch of Boarding Pass Content with American Airlines

Omaha, NE – September 23, 2008 – Sojern today announced its launch with American Airlines, the world’s largest airline. This new partnership provides destination-specific content via the boarding passes which travelers obtain through the airline’s online flight check-in process.

American Airlines has implemented the value-added service on all flights to domestic locations. The Sojern proprietary technology allows American Airlines passengers who check-in at AA.com to receive a wide range of benefits – such as weather reports, restaurant options, activities, special discounts and other destination- specific information – on both their online and printed boarding passes.

The Sojern boarding pass not only offers relevant information for passengers at no additional cost, but it also provides a valuable opportunity for the advertising industry. Advertisers have the potential to reach the coveted traveler demographic. Companies now have the ability to speak to travelers at a time in which they know their content and offers will be relevant to passengers flying to a particular destination. Although the customers have the option to print the content or not, the majority print and enjoy the content and customer focus groups have confirmed that they view it as a value-added service for their trip. Travelers should also rest assured that none of their personally-identifiable information is shared.

“Sojern is pleased to be able to offer the airline industry a beneficial service for their customers,” said founder Gordon Whitten. “With each airline’s implementation we get to see Sojern’s capabilities come to life and really provide value to the passenger.”

About Sojern, Inc.

Sojern, Inc. is an Omaha-based organization that is partnering with the airline and advertising industries to enhance the travel experience by providing destination specific information and offers via the boarding passes that travelers obtain through the airline’s web check-in process. Since its founding in September 2007, Sojern has secured partnerships with leading U.S. airlines including American Airlines, Continental Airlines, Delta Air Lines, Northwest Airlines, United Airlines and US Airways. The company is funded by Norwest Venture Partners and Trident Capital. Sojern’s patents are currently pending. For more information please visit www.sojern.com.

About American Airlines

American Airlines is the world's largest airline. American, American Eagle and the AmericanConnection® airlines serve 250 cities in 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 nearly 700 destinations in over 140 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, the AmericanConnection® airlines, AA.com, We know why you fly and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR)