

American Airlines Launches Carbon Offsetting Partnership with Cool Effect

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FORT WORTH, Texas — American Airlines is partnering with Cool Effect to connect its customers with options for offsetting the carbon emissions associated with their flights, part of the airline's long-term commitment to help reduce the impact of air travel on the environment.

Carrier connects customers with options to reduce the environmental impact of their flights

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Cool Effect is a nonprofit organization that sources high-quality, verified carbon reduction projects across the globe and is recognized for rigorous vetting and full pricing transparency.

"Sustainability is as important to us as it is to our customers, and even in circumstances as challenging as these, our focus on climate change has not diminished," said Alison Taylor, Chief Customer Officer for American Airlines.

"Carbon offsetting is not a complete or perfect solution to the environmental challenges we face as a society and as an airline, but we want to do what we can right now to make a difference. We're proud to connect our customers with a trusted partner like Cool Effect, and we appreciate all those who are willing to join our efforts to help better protect the planet as we connect the world."

The launch of this carbon offsetting partnership with Cool Effect is just one element of American's long-term strategy for reducing its environmental impact. American has also invested in modernizing its fleet with more fuel-

efficient aircraft, advanced a broad set of fuel conservation initiatives across its operation, and committed to adopting sustainable aviation fuel.

“We founded Cool Effect in 2015 to improve trust in the carbon market by promoting what we call Carbon Done Correctly,” said Dee Lawrence, Co-Founder of Cool Effect. “With scientific project review and full pricing transparency, Cool Effect ensures that any carbon emission reduction project featured on our platform is held to the highest standards and is measurably fighting climate change. Our goal is to deliver integrity to both our customers and developers of these projects. Support from organizations like American Airlines, which recognize the urgent need to take action on climate change, is having a positive impact.”

As Cool Effect’s first airline partner, American’s customers will be connected with a custom website to learn about high-quality carbon offsetting, view project details and community benefits, and buy carbon offsets. The website is available to American’s customers now at cooleffect.org/american-airlines.

About Cool Effect

Cool Effect is a San Francisco Bay Area 501(c)3 nonprofit dedicated to reducing carbon emissions around the world by allowing individuals, businesses, organizations and universities to create a tangible impact on climate change by funding the highest quality carbon reduction projects that are verifiably and measurably reducing global warming emissions. The organization was founded by Dee and Richard Lawrence on their passionate belief that support of carbon offset projects will create a cumulative effect that will reduce and prevent carbon pollution. Like the Butterfly Effect, The Ripple Effect, and others, a single action can have global impact. To learn more, please visit cooleffect.org or follow Cool Effect on **Facebook**, **Instagram**, **LinkedIn** and **Twitter**.

About American Airlines Group

American’s purpose is to care for people on life’s journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company’s stock is included in the S&P 500. Learn more about what’s happening at American by visiting news.aa.com and connect with American on Twitter **@AmericanAir** and at Facebook.com/AmericanAirlines.