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**American Airlines Offers Travelers Fair Trade Certified™ Wine from
Heritage Link Brands**

*Heritage Link Brands Teams Up with TranFair USA and American Airlines to Introduce
Fair Trade Certified Wine*

Los Angeles, CA, October 7, 2009 – Travelers with American Airlines can now enjoy wine that not only tastes good, but “does good!” Beginning this month, Heritage Link Brands’ first Fair Trade Certified wine, named One World Pinotage, will be available on select American Airlines flights. The wine is produced by Koopmanskloof, a multicultural community dedicated to preserving the well being of both its members and surrounding lands. Dutch for “Trader’s Ravine,” Koopmanskloof draws its name from the indigenous community that embraced fair trade with the arrival of the first European ships in South Africa’s Cape of Good Hope. Now Koopmanskloof is one of the largest Fair Trade Certified wine producers in the Stellenbosch region of South Africa, and actively supports conservation in the Cape through the Biodiversity and Wine Initiative (BWI).

“With today’s consumers increasingly conscious about their contribution towards worthy causes, it’s important to be able to offer a product that meets the highest standards when it comes to preserving the environment and supporting the people who make the wine,” says Rydal Jeftha, CEO of Koopmanskloof Winery. “We’re proud to be able to offer consumers such a wine and are thrilled to be taking to the skies with Heritage Link Brands and American Airlines!”

“Heritage Link Brands One World Pinotage is just one example of the greatness coming out of South Africa, and of the growing passion for Fair Trade Certified,” shares Selena Cuffe, Heritage Link Brands’ CEO and President. “Now, American Airlines’ discerning travelers have the opportunity to enjoy a wine that not only tastes good, but ‘does good,’” shares Cuffe.

“By adding Heritage Link Brands’ first Fair Trade Certified wine to our portfolio, we’re furthering our commitments to provide customers with the highest-quality wines inflight, as well as promoting a sense of global community, citizenship and responsibility.” said John Tiliacos, American Airlines Managing Director – Onboard Products.

Along with American Airlines flights, Heritage Link Brands wines are available at retailers and restaurants in forty-one states. Beginning in December, Heritage Link Brands’ One World Pinotage, Chenin Blanc, and Shiraz will be available for purchase in select states and through www.heritagelinkbrands.com.

About Heritage Link Brands, LLC

Heritage Link Brands is the preeminent importer and distributor of wine from the African continent and its Diaspora. The company represents vintners that, even in the post-apartheid South Africa –make up less than two percent of the wine industry in a country that is 80 percent black. Heritage Link Brands’ portfolio of wines is available in over 800 restaurants and retailers across the country, and online. The company is the recipient of the 2009 Black Enterprise Magazine’s “Entrepreneur of Year” award. For more information, to learn about upcoming events, and to purchase wines, visit www.heritagelinkbrands.com.

About American Airlines

American Airlines, American Eagle and the AmericanConnection® airlines serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The combined network fleet numbers more than 900 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, AmericanConnection, AA.com, We know why you fly and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR)

About Fair Trade

The **Fair Trade Certified Mark** appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal. The Fair Trade Certified Mark is the [North American](#) equivalent of the [International Fairtrade Certification Mark](#) used in [Europe](#), [Africa](#), [Asia](#), [Australia](#) and [New Zealand](#).

For a product to carry either Certification Marks, it must come from [FLO-CERT](#) inspected and certified producer organizations. The crops must be grown and harvested in accordance with the International Fairtrade standards set by [FLO International](#). The supply chain is also monitored by [FLO-CERT](#) to ensure the integrity of labelled products. Only [TransFair USA](#) can use the Fair Trade Certified Mark on their products. For more information about Fair Trade Certification and TransFair’s events please visit www.transfairusa.org or on social marketing sites Twitter, Facebook, and MySpace.