American Airlines signs agreement with Priceline

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Amercian Airlines, Inc., the world's largest airline, and Priceline.com have announced an agreement in principal and that priceline.com's exclusive distribution partnership for opaque airline tickets. Terms of the deal were not disclosed.

"Opaque" refers to a type of purchase such as a "luggage ticket" or "secret fare" airline ticket arrangement in which a consumer buys an airline ticket in opaque format, which means the consumer does not know his or her destination before the purchase, and only learns the identity of the airline and the itinerary after the purchase is confirmed. American Airlines and Priceline.com, in addition to forming a strategic alliance, will work together to align their marketing efforts and to increase the awareness of the opaque format of airline tickets among consumers.

American Airlines, Inc. and Priceline.com will work together to enhance the American Airlines web site at www.amaericanair.com to provide customers an easy way to purchase these "opaque" tickets.

"This agreement is an important step in American's ongoing efforts to leverage new technologies and online distribution channels to create a more efficient marketplace for consumers and airlines," said John S. Barrett, vice president, distribution. "Through this online distribution alliance, we will offer consumers new ways to buy tickets that will deliver significant cost savings for American and even more value for our customers.

"We are excited to partner with a company like Priceline.com, which understands the needs of consumers and is committed to winning the trust of users," said Mark Schulze, president and chief executive officer of Priceline.com. "This agreement showcases American's commitment to innovation and delivering more value to our customers in a unique and efficient way.

"We are looking forward to the opportunities presented by this new relationship and to the potential for innovation in the travel industry that it will bring.

"The Priceline.com model is an excellent example of the kinds of innovative partnerships American Airlines is investigating to improve the value of our products and services," said John S. Barrett, vice president, distribution.

Senior Whole Health expands to include Fairfield County

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Senior Whole Health, a Medicare Advantage Special Needs Plan for seniors managed by the Connecticut Department of Social Services and the Fairfield County Health Planning Council, has announced that it will expand its service area to include Fairfield County.

The move to Fairfield County is part of Senior Whole Health's plan to increase its membership to 60,000 statewide, which is part of the Connecticut Department of Social Services' goal to increase its membership to 100,000 by 2010.

Senior Whole Health's current membership in southwestern Connecticut is approximately 16,000, according to the Connecticut Department of Social Services.

The expansion to Fairfield County will allow Senior Whole Health to serve an additional 44,000 seniors, bringing its total membership to 60,000.

Senior Whole Health is committed to providing quality health care services to seniors in Connecticut, and to helping them live as independently as possible.

Senior Whole Health is a part of the Connecticut Department of Social Services, and is contracted to provide health care services to Connecticut seniors.

Senior Whole Health members can expect to receive high quality care from their providers, and to have access to a wide range of health care services.

Senior Whole Health's success has been due in large part to the hard work of its members, and to the support of its staff and volunteers.

Senior Whole Health is a locally-based organization that values the contributions of its members and volunteers.

Senior Whole Health is dedicated to providing the best possible care for its members, and to making sure that they have the tools and support they need to live as independently as possible.

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