

## AA's Enhancements to 'Remember Me' technology makes access to flight info faster, easier

*More Choices and Convenience, with Easier Registration*

**F**ORT WORTH, TX – American Airlines has made it more convenient than ever for customers who call us to get information about their upcoming trips – such as departure gate and flight times - thanks to its enhanced “Remember Me” speech recognition technology.

With “Remember Me,” customers can reduce by 25 percent the time it takes them to get relevant information compared to those who are not registered for this service. The system recognizes the customer's phone number, instantaneously pulls up their reservation, and even greets the customer by name. For example, if a customer calls American and is traveling that day, “Remember Me” will proactively offer gate and flight information – all in about 25 seconds.

Customers now have the option of registering up to three phone numbers (e.g., cell phone, home and/or work number), offering travelers more choice and convenience when they wish to check on their immediate flights or future reservations. Once a customer is registered, “Remember Me” recognizes them every time they call.

“American continuously works to develop products and services that will enhance our customers' experiences and deliver the features they value,” said Bella Goren, American's Senior Vice President – Customer Relationship Marketing and Reservations. “With the enhancement to the ‘Remember Me’ technology, and the streamlined process to register, we offer an easy-to-use, time-saving convenience that recognizes the needs of today's travelers.”

The “Remember Me” feature is available to American Airlines AAdvantage program members who have a 10-digit, US-based phone number. If customers are not already AAdvantage members, it is fast, easy and free to enroll at [www.aa.com/enroll](http://www.aa.com/enroll).

Customers can register for “Remember Me” either through an automated system, or by speaking with an American Airlines Reservations representative.

Here's how AAdvantage members can register for “Remember Me”:

Through the Automated System

Go to [www.aa.com/myaccount](http://www.aa.com/myaccount) and list all of the phone numbers you want to enroll in “Remember Me”

Then, call 1-800-882-8880, from a phone number listed in your AAdvantage account and provide your AAdvantage number

Say the keyword “Remember Me” and follow the prompted instructions

With an American Airlines AAdvantage Representative

Call the American Airlines US AAdvantage toll-free number, 1-800-882-8880

Once in contact with a representative, request to be registered in “Remember Me”

If you are already enrolled, an AAdvantage representative can assist in registering additional phone numbers

For more information, log on to [www.aa.com/remembreme](http://www.aa.com/remembreme).

(Advertising Supplement)

## Lou Razon Couture celebrates 12th anniversary with Wardrobe Blowout

**L**OU RAZON Couture will be celebrating its 12-year presence in the industry this 2009 by offering unprecedented deals in bridal wardrobe and accessories.

To mark a milestone in its history, Lou Razon Couture is giving away a complimentary evening gown with every purchase of a wedding gown priced at \$1,500 and up. For every purchase of \$900-and-over gowns, the couture shop is offering a free head piece and veil. For an order of seven and more bridesmaid dresses, Lou Razon is throwing in an extra complimentary dress. To view styles and inspirations, please visit [www.lourazon.com](http://www.lourazon.com). Special offers are also available on [www.barongfilipinodesigns.com](http://www.barongfilipinodesigns.com), Lou Razon's traditional men's apparel collection.

After twelve years in the industry, Lou Razon Couture is still churning out fresh, one-of-a-kind styles from a seasoned designer's perspective. Helmed by the talented Lou Razon-Chua, the first shop was established in West Covina, California back in 1997. Then labeled as the Bridal and Formal Shoppe, the boutique featured an inventory of ready-to-wear *Barong Tagalog*, wedding and formal dresses. Along the way, Lou Razon discovered that there was high demand for custom-made bridal and formal wear. She followed the road to this trend by polishing up on her formal design and dressmaking training.

Lou Razon learned and perfected the art of patternmaking the old-school way—in her direct dealings and interaction with a wide variety of clients. Among other local working designers in the industry, Lou Razon stands out as a hands-on designer from start to finish. Her artistry is seen and felt in all the stages, from designing to patternmaking, to fitting and troubleshooting.

Lou Razon expanded her practice in 2001 to the bustling city of Glendale, California to cater to mainstream market. It was at this location that she met and entertained celebrity clients such as ABC7 health reporter Denise Dador. Lou Razon designed for Ms Dador a memorable frock to wear to her coverage of the 2002 Academy Awards that got the TV journalist noticed by no less than legendary musician Paul McCartney on air. Besides Ms Dador, Lou Razon has dressed celebrities like KTLA5 news anchor Cher Calvin, KTLA5 news anchor Michaela Perreira, UPN13 news anchor Maria Quiban, Sopranos star Katherine Narducci, and actress and beauty queen Ruffa Gutierrez, among others.

In 2005, Lou Razon Couture joined the digital age with its launching of [lourazon.com](http://lourazon.com) as the virtual showroom of Lou Razon new and classic designs.

In 2007, Lou Razon unveiled [www.barongfilipinodesigns.com](http://www.barongfilipinodesigns.com) -- her own collection of the staple Filipino male formal wear targeted for national and international customers. Lou Razon's barong tagalog collection is tagged traditional but stylish. The online store showcases modern Barong and Filipiniana in *jusi* and *pina*.

For the anniversary celebration, Lou Razon is offering free shipping for purchases made on [www.barongfilipinodesigns.com](http://www.barongfilipinodesigns.com) online store for clients anywhere in the continental US.

For more information about Lou Razon products, please visit [www.lourazon.com](http://www.lourazon.com) or [www.barongfilipinodesigns.com](http://www.barongfilipinodesigns.com). Lou Razon's couture designs are made “Fit to Perfection” for any size (zero to plus-size) for all occasions, be it red carpet appearances, fashion events, proms, pageants, *quinceanera*, debutante balls, and etc.

(Advertising Supplement)



Maria Quiban

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*The 50th Golden Anniversary Grand Reunion*



Calling all members of class 1958-59 of the Old Pangasinan Normal School (PNS) to attend the Grand Reunion on April 4, 2009 at the Pangasinan State University in Bayambang, Pangasinan.

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