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Groupe Aeroplan Inc. Announces Closing of \$150 Million Senior Secured Notes Offering

MONTREAL, Sept. 2 /CNW Telbec/ - Groupe Aeroplan Inc. (the "Corporation") announced today the successful closing of the public offering of \$150 million aggregate principal amount of 7.90% Senior Secured Notes Series 2 maturing on September 2, 2014 (the "Notes").

The offering of the Notes was made through an underwriting syndicate led by CIBC World Markets Inc. and TD Securities Inc., and including RBC Dominion Securities Inc., BMO Nesbitt Burns Inc., National Bank Financial Inc., Scotia Capital Inc. and Dundee Securities Corporation.

Net proceeds from the offering will be used as follows: \$100,000,000 for the prepayment of the bank bridge facility entered into on June 12, 2009; \$25,000,000 for the repayment of a portion of the amount outstanding under the bank term facility; and the balance for general corporate purposes.

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program and Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates LMG Insight & Communication, a customer-driven insight and data analytics business offering international services to retailers and their suppliers.

For more information about Groupe Aeroplan, please visit

www.groupeaeroplan.com.

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