



# AIR CANADA

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## Aeroplan Members Can Earn Miles Faster this Fall with Multiple Retail and Travel Bonus Offers

MONTREAL, Sept. 14 /CNW Telbec/ - As part of Aeroplan's 25th anniversary celebrations, Aeroplan's retail and travel partners have come together to give members an opportunity to earn extra miles this fall. During a special retail promotion from September 14 - October 25, 2009, Aeroplan Members across Canada can take advantage of new bonus offers from more than 15 participating retail partners including Esso, Home Hardware, Sobeys, and Uniprix. In addition, members can benefit from special travel promotions with Air Canada and Air Canada Vacations, Avis, Best Western International, Delta Hotels and Resorts, Fairmont Hotels & Resorts and more.

"To thank members for their continued loyalty, we have joined forces with our partners to offer members more ways to earn miles faster," said Craig Landry, Senior Vice President, Partnerships and Rewards. "Members can earn hundreds of extra miles on their daily purchases that include grocery, gas and drugstore items as well as earn many more miles with other participating partners, including great travel offers."

In addition to the regular miles members can earn with these Aeroplan Partners, the fall retail bonus offers include:

**Retail:**

Esso	Members earn Double Aeroplan Miles on all Esso purchases - including gas, car wash and convenience store items
Home Hardware	Members earn 100 Bonus Aeroplan Miles on their next purchase of \$100 or more before taxes
Sobeys	Members earn 150 Bonus Aeroplan Miles on their next purchase of \$150 or more
Pepsi	Members earn 75 Bonus Aeroplan Miles when they deposit three PINS from any participating Quaker, Tropicana or Tostitos products
Uniprix	Members earn 50 Bonus Aeroplan Miles on their next purchase of \$50 or more

Also, when members shop with three or more of the following partners, they'll receive 15 per cent off Air Canada flights to the destination of their choice for up to four travellers. Partners include: Esso, Home Hardware, Sobeys, Uniprix, Dumoulin and Pepsi.

For a complete listing of the fall retail bonus offers, visit: [www.aeroplan.com/bonusdays](http://www.aeroplan.com/bonusdays).

### Travel - Your Trip Your Way Bonus Event:

Between now and November 30, 2009, members who earn or redeem with three or more of the following partners will receive 1,500 Bonus Aeroplan Miles: Air Canada, Air Canada Vacations, Avis, Best Western International, Delta Hotels and Resorts, Expedia CruiseShipCenters, Fairmont Hotels & Resorts, Hertz, and National Car Rental.

The Your Trip Your Way Bonus event promotion also includes great offers from each partner below:

Air Canada Vacations	Earn 1,000 Bonus Aeroplan Miles for bookings between now and November 15, 2009 and travel between January 1 - January 31, 2010
Avis	Earn Double Aeroplan Miles on qualifying weekend and weekly airport rentals in Canada from now until December 12, 2009
Best Western	Earn up to 4X Aeroplan Miles on qualified hotel stays between now and November 10, 2009
Delta Hotels and Resorts	Save 15 percent and earn 500 Bonus Aeroplan Miles for each eligible stay between now and December 31, 2009
ExpediaCruiseShipCenters	Members earn 500 Bonus Aeroplan Miles when they book a Celebrity Cruises balcony or above stateroom between now and October 31, 2009
Fairmont Hotels & Resorts	Earn 500 Bonus Aeroplan Miles on eligible stays at participating Fairmont Hotels between

now and December 31, 2009

Hertz      Earn up to 1,500 Aeroplan Miles plus get up to  
20 percent off any rental through December 31,  
2009

National Car Rental      Members earn Triple Aeroplan Miles when they  
book their next car rental between now and  
October 31, 2009

For more information on the Your Trip Your Way Bonus Event promotion, visit: [www.aeroplan.com/travelbonus](http://www.aeroplan.com/travelbonus).

#### About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2008, over 2 million rewards were issued to members including more than 1.5 million round-trip flights on Air Canada and Star Alliance carriers which offer travel to more than 900 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit [www.groupeaeroplan.com](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

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A STAR ALLIANCE MEMBER 