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Media Advisory - Aeroplan Encourages Members to Offset on World Car-free Day

Just 7,500 Aeroplan Miles Offsets One Year of Driving a Small Car

MONTREAL, Sept. 21 /CNW Telbec/ - To celebrate World Car-free Day tomorrow, Aeroplan will be matching all miles redeemed for carbon offsets by 25 per cent until September 30, 2009. Members can redeem 3,500, 7,500 or 15,000 Aeroplan Miles for carbon offsets at www.aeroplan.com/offset. Aeroplan will match the miles redeemed and transfer the total sum to the Carbon Reduction Fund, an independent, non-profit organization with the mission of funding only the highest-quality Canadian offset projects (www.carbonreductionfund.com).

In December 2007, Aeroplan launched a program called Green it Up that enables Aeroplan Members to use miles to buy carbon credits to offset the emissions generated by their travel and everyday activities and Aeroplan matches these miles by at least 20 per cent. To date, Aeroplan and its members have redeemed 51 million Aeroplan Miles for carbon credits.

On September 17, Aeroplan also announced a number of initiatives to help members turn their miles green:

- Members will soon be able to redeem Aeroplan Miles to purchase carbon offsets when renting a car through aeroplan.com.
- Starting this week, Aeroplan has added Toronto as the first city to offer monthly transit passes available through aeroplan.com. To kick-off this new reward, Aeroplan will offset the first 1,000 Toronto transit passes purchased.

In addition to these new initiatives, Aeroplan continues to offset 100 per cent of its corporate carbon footprint and Aeroplan employees are rewarded 1,000 miles per month if they commute to work in an environmentally friendly way. On September 22nd, employees will also get an additional 250 Aeroplan Miles for commuting to work by transit, carpool, bicycle or walking that day.

For more information on Aeroplan's Green it Up program, please visit: www.groupeaeroplan.com and click on Social Responsibility.

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