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Aeroplan Expands into B.C. Grocery Sector

Members in British Columbia Can Now Earn Miles at Thrifty Foods Stores

MONTREAL, Sept. 23 /CNW Telbec/ - Aeroplan announced today that it is expanding its partnership with Sobeys Inc. to now include its Thrifty Foods stores in British Columbia.

Starting today, Aeroplan Members can earn miles at more than 20 Thrifty Foods stores by joining Club Thrifty Foods and auto-converting their Club Thrifty Foods points into Aeroplan Miles. Similar to the Club Sobeys model, for every 2 Club Thrifty Foods points that members convert, they'll receive 1 Aeroplan Mile. Each week additional miles can be earned through in-store "bonus points" offers.

"It was this time last year when we began offering Aeroplan Miles at Sobeys stores in Ontario and the West and we're thrilled to mark the anniversary by expanding our partnership to now offer miles in Thrifty Foods stores in B.C.," said Craig Landry, Senior Vice President, Partnerships and Rewards. "With these new locations we're pleased to be able to offer our West Coast members another option to earn miles on everyday purchases."

For more information, please visit: www.aeroplan.com. To learn about Club Thrifty Foods visit www.clubthriftyfoods.com.

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 or www.aeroplan.com.

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