



# AIR CANADA

[News Releases](#)

## **Aeroplan Partners Unite to Bring Members the Biggest Bonus Aeroplan Mile Offer Ever**

Aeroplan, CIBC, American Express, Air Canada, Avis, Delta Hotels and Resorts and Fairmont Hotels & Resorts launch unprecedented offer that could earn members more than 4 miles per \$1 spent

MONTREAL, Oct. 1 /CNW Telbec/ - Aeroplan today announced that its financial cards and select travel partners have come together to launch the biggest Bonus Aeroplan Mile offer in the program's history. Aeroplan Members can earn more than 4 miles per dollar spent when they use their eligible CIBC or American Express Aeroplan-affiliated financial card for purchases with aircanada.com, Avis, Delta Hotels and Resorts and Fairmont Hotels & Resorts. The "Mile Maximizer" promotion runs from October 1 - December 20, 2009.

"This is an exciting announcement for Aeroplan and our members - never before have our partners collaborated so closely to come up with such a generous promotion," said Craig Landry, Senior Vice President, Partnerships and Rewards. "We're thrilled to see our flagship partners join forces and devote significant resources and marketing support to bring such a monumental offer to our members that will enable them to take home thousands of Aeroplan Miles when they travel. This is a great example of the value of our coalition loyalty program that encourages members to play the game by making it even more rewarding to do business with our network of partners."

From October 1 - December 20, 2009, Aeroplan Members can take home thousands of Aeroplan Miles on any trip when they use their Aeroplan Reward Card and pay for the following purchases with their eligible Aeroplan-affiliated financial card:

- Flight: Earn 2X Aeroplan Miles on aircanada.com when purchasing an Air Canada flight within North America
- Car rental: Earn 2X Aeroplan Miles with Avis
- Hotel stay: Earn 2X Aeroplan Miles with Delta Hotels and Resorts and Fairmont Hotels & Resorts
- CIBC payment: Earn 2X Aeroplan Miles when a CIBC Aerogold Visa Card or CIBC Aerogold Visa Infinite Card is used to pay for the eligible Air Canada, Avis, Delta Hotels and Resorts and Fairmont Hotels & Resorts purchases
- American Express payment: Earn 1 Bonus Aeroplan Mile for every \$1 charged to an American Express AeroplanPlus Platinum Card, American Express AeroplanPlus Gold Card or, American Express AeroplanPlus Card for eligible Air Canada, Avis, Delta Hotels and Resorts and Fairmont Hotels & Resorts purchases.

For example, if a member purchases a flight for \$1,000 on aircanada.com, using their Aeroplan-affiliated financial card and books a two day hotel stay with Delta Hotels and Resorts or Fairmont Hotels & Resorts and reserves an airport car rental for three days from Avis, they could earn more than 7,000 Aeroplan Miles - more than 4 miles for every \$1 spent on their card on a single trip.

To spread the word, Aeroplan and its partners will be communicating directly to members and their respective customers through their own communication vehicles, in addition to reaching a wider audience via a mass advertising campaign that includes print, radio, Internet and airport ads. This comprehensive marketing campaign caps off a full year of Aeroplan 25th anniversary celebrations with its biggest Bonus Aeroplan Mile offer yet.

In addition to the Mile Maximizer promotion, it was also announced in September that Aeroplan Members can now earn additional miles through Aeroplan's Fall retail promotion. From September 14 - October 25, 2009, 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 until November 30, 2009. For more information, please visit: [www.aeroplan.com/bonusdays](http://www.aeroplan.com/bonusdays) or [www.aeroplan.com/travelbonus](http://www.aeroplan.com/travelbonus).

For more information on the Mile Maximizer promotion, visit: [www.aeroplan.com/maximizer](http://www.aeroplan.com/maximizer).

### 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).

For further information: Christa Poole, (416) 352-3745, [christa.poole@aeroplan.com](mailto:christa.poole@aeroplan.com)

---

A STAR ALLIANCE MEMBER

