



AIR CANADA

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Aeroplan Renews Agreement with Imperial Oil - Members can continue to fuel their miles at Esso-branded stations

MONTREAL, Oct. 15 /CNW Telbec/ - Aeroplan today announced the renewal of a multi-year agreement with Imperial Oil, that will enable members to continue earning Aeroplan Miles on the purchase of gas, car washes and convenience store items at participating Esso-branded stations across Canada.

Launching with Aeroplan in 2004, Esso stations were the first to offer Aeroplan Members the chance to accumulate Aeroplan Miles with their everyday spending. With this renewal, Aeroplan Members will be able to continue to swipe their Aeroplan card or Aeroplan-linked Speedpass at their local Esso station and earn 1 Aeroplan Mile for every \$3 spent.

"Each year, increasing numbers of members are earning with Esso purchases, making this relationship one of the largest and most successful to date," said Craig Landry, Senior Vice President, Partnerships and Rewards. "We're thrilled to continue to build and expand on the relationship with Imperial Oil, and through its Esso stations offer members more opportunities to earn miles everyday."

"Aeroplan is one of Canada's leading loyalty programs and we're delighted to continue our successful relationship to offer Esso customers the opportunity to take advantage of Aeroplan's extensive and exclusive variety of rewards." said Simon Smith, Vice-President & General Manager, Fuels Marketing, Imperial Oil.

A great way for Aeroplan Members to earn miles faster is to look out for special Esso promotions throughout the year. Right now Aeroplan Members can earn double Aeroplan Miles on all eligible Esso purchases until October 25, 2009.

For more information, please visit: www.aeroplan.com.

Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. It is one of the country's largest producers of crude oil and natural gas, is the largest petroleum refiner, and has a leading market share in petroleum products sold through a coast-to-coast supply network that includes about 1,900 service stations.

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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A STAR ALLIANCE MEMBER

