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Aeroplan Welcomes Continental Airlines as its Newest Travel Partner

MONTREAL, Oct. 27 /CNW Telbec/ - Aeroplan today announced the addition of Continental Airlines to its growing roster of travel partners. Effective immediately, Aeroplan Members can accumulate and redeem Aeroplan Miles for travel with Continental.

Continental Airlines, a Star Alliance partner, has been a leader as the world's fifth largest airline with more than 2,750 daily departures throughout the Americas, Europe and Asia serving 133 domestic and 132 international destinations. Continental has hubs serving New York, Houston, Cleveland and Guam and together with its regional partners, carries approximately 63 million passengers per year.

"With the addition of Continental Airlines, our members can now earn and redeem Aeroplan Miles with 32 airlines travelling to more than 900 destinations worldwide," said Craig Landry, Senior Vice President, Partnership and Rewards, Aeroplan. "This important partnership expands our current offering of travel accumulation and redemption possibilities, giving our members the freedom of more choices when looking to travel."

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.

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

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