



# AIR CANADA

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## Aeroplan and CAW Local 2002 Announce Agreement

MONTREAL, Oct. 30 /CNW Telbec/ - Groupe Aeroplan is pleased to announce that AeroplanCanada Inc. has reached a three-year agreement with CAW Local 2002 that represents Aeroplan contact centre employees, effective November 15, 2009. The collective agreement was ratified by 67 per cent of voters after union meetings held in Montréal on Wednesday and Vancouver on Thursday.

"This is a significant development for Aeroplan Canada as it represents our first collective agreement with our Customer Service and Sales Agents," said Vince Timpano, President, Aeroplan Canada. "We worked closely with the CAW to come up with an agreement that is aligned with Aeroplan's business as a loyalty management company and better reflects our culture. I'd like to extend my thanks to the CAW and management teams for the hard work that went into reaching this milestone that sets a positive new tone for our relationship going forward."

Aeroplan became the employer of the agents working in its contact centres in June 2009, prior to that they were employed by Air Canada.

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program and Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates LMG Insight & Communication, a customer-driven insight and data analytics business offering international services to retailers and their suppliers.

For more information about Groupe Aeroplan, please visit [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

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A STAR ALLIANCE MEMBER

