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Groupe Aeroplan Appoints David Johnston to President and Chief Executive Officer of Groupe Aeroplan-Europe

MONTREAL and LONDON, England, Nov. 9 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER), today announced the appointment of David Johnston to the position of President and Chief Executive Officer, Groupe Aeroplan-Europe and Executive Vice President, Groupe Aeroplan. Based in London, Mr. Johnston will have leadership responsibility for Groupe Aeroplan's current European-based businesses, including Nectar, the United Kingdom's leading coalition loyalty program as well as LMG Insight & Communication, a customer-driven insight and data analytics business offering worldwide services to retailers and their suppliers. In addition, Mr. Johnston will oversee operations of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain, and the new coalition loyalty program initially to be launched during the first quarter of 2010. His role will exclude leadership responsibility for any Carlson Marketing businesses.

Joining the company on January 11, 2010, he will report directly to Rupert Duchesne, President and Chief Executive Officer of Groupe Aeroplan.

Mr. Johnston joins Groupe Aeroplan from PepsiCo International, where he most recently held the position of General Manager, Quaker Tropicana, UK, and previously Vice President Beverages Marketing - Europe. His long tenure with PepsiCo has provided extensive international experience through executive roles that have included Vice President, Beverages Marketing - Latin America and Global Marketing Director, Colas in New York. His deep marketing expertise also includes roles as Marketing Director for PepsiCo in Poland and Budapest, building on his early career success in brand management and new product development and research at Bass PLC-Britvic Soft Drinks Limited.

"This appointment marks an important step in the growth of Groupe Aeroplan's position as the leading global loyalty management provider," commented Mr. Duchesne. "With David's proven knowledge of the market, impressive international experience and well-honed leadership capabilities, we have added significant power to our talent base in Europe."

With this appointment, Mr. Johnston will become a member of the Groupe Aeroplan Management Board, as well as a member of the Groupe Aeroplan European Advisory Board, under the continued chairmanship of Richard Baker. The advisory board assists and advises the Groupe Aeroplan European executive team on how it can capitalize on growth opportunities for its loyalty programs across Europe.

Also joining the European Advisory Board will be Ian Filby, formerly Trading Director, Boots, the United Kingdom's largest pharmacy and beauty chain, who has been supporting Groupe Aeroplan-Europe as Interim Chief Executive Officer since July 2009 and who will ensure a smooth transition of leadership until February 28, 2010.

About Groupe Aeroplan

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.

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