



AIR CANADA

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250,000 More Ways for Aeroplan Members to Fly with Air Canada

Air Canada makes an additional 250,000 seats available for Aeroplan Members

MONTREAL, Nov. 16 /CNW Telbec/ - To wrap up the year-long celebration of Aeroplan's 25th anniversary, Aeroplan and Air Canada today announced that an additional 250,000 ClassicFlight reward seats in economy class are now available for Aeroplan Members to redeem for reward travel.

These extra reward seats, over and above what is already available to Aeroplan Members, are available now for travel until May 31st, 2010 on flights operated by AirCanada and Jazz.

"We are thrilled to once again offer our members unprecedented access to reward travel, with yet another 250,000 extra reward seats now available to destinations around the world," said Craig Landry, Senior Vice President, Partnerships and Rewards, Aeroplan. "Only Air Canada and Aeroplan, through the power of our unique and strong partnership, can bring such industry leading value to Canadian consumers."

"Air Canada is very pleased to make these additional seats available to both AirCanada and Aeroplan customers who have made Aeroplan the country's leading loyalty program in Canada over the past 25 years. This special thank you to customers makes travel rewards even more accessible and easier to enjoy," said Ben Smith, Executive Vice President and Chief Commercial Officer at Air Canada.

Earlier this year, Aeroplan and Air Canada kicked off Aeroplan's 25th anniversary celebrations with a number of opportunities for members including:

- The launch of the 25-Day 250,000 Miles Giveaway Contest where members had a chance to win 250,000 Aeroplan Miles every day for 25 days.
- In April, Air Canada launched a major promotion to mark the anniversary by adding 250,000 ClassicFlight reward seats in economy class available for Aeroplan Members to redeem reward travel.
- It was also announced in October that Aeroplan Members can now earn additional miles through Aeroplan's Mile Maximizer promotion. From October 1 - December 20, 2009, members across Canada 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.

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

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

