



# AIR CANADA

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## Aeroplan eStore Launches the Gift Card Boutique

Aeroplan Members Can Now Earn Miles When Purchasing Gift Cards Online  
From More Than 40 Retailers

MONTREAL, Dec. 2 /CNW Telbec/ - Just in time for the holidays, Aeroplan today announced the launch of the eStore Gift Card Boutique. Featuring a wide choice of gift cards from more than 40 retailers in 9 categories, Aeroplan Members can now earn miles when they purchase gift cards through the Aeroplan eStore from popular retailers like Banana Republic, Cineplex, Home Hardware, Starbucks, The Body Shop, Winners and many more.

Canadians love gift cards. According to a recent study by Deloitte, more than 60 per cent of Canadian shoppers will be purchasing gift cards this holiday season. The Aeroplan eStore Gift Card Boutique makes it easy for members to earn miles on these popular gifts. Members simply log-in at [www.aeroplan.com/estore](http://www.aeroplan.com/estore) and click on the gifts, flowers and food category to be directed to the boutique to make a gift card purchase that earns members one Aeroplan Mile per dollar spent.

"Gift cards are one of the top merchandise rewards at Aeroplan, so we're pleased to offer our members the opportunity to also earn miles when they purchase gift cards this holiday season," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness, Aeroplan. "Most Canadians and thus most of our members are online shoppers, even more so around the holidays; the eStore with its new Gift Card Boutique is another way we're making accumulating miles even easier for our members. That is smart shopping - earning Aeroplan Miles for free travel or merchandise."

Gift card categories include: Activities & Entertainment, Apparel & Accessories, Books, Music & Movies, Electronics & Computers, Gifts, Flowers & Food, Health & Beauty, Home & Garden, Sports & Outdoors and Travel. For a full list of participating retailers, visit: <http://www.aeroplan.com/estore> and follow the links to be redirected to the eStore Gift Card Boutique.

Right now until December 15, 2009, Aeroplan Members can earn Bonus Aeroplan Miles when shopping through the eStore:

500 Bonus Aeroplan Miles if members make purchases with two retailers\*  
750 Bonus Aeroplan Miles if members make purchases with three retailers  
1,000 Bonus Aeroplan Miles if members make purchases with four or more retailers

\*Purchases made through the eStore Gift Card Boutique count as 1 retailer

### About the Aeroplan eStore:

Aeroplan Members can earn Aeroplan Miles by shopping online through the Aeroplan eStore at [www.aeroplan.com/estore](http://www.aeroplan.com/estore). The Aeroplan eStore features over 150 retailers such as Apple Store Canada, Chapters.Indigo.ca, Dell Canada & Sears Canada as well as car and hotel partners such as Avis, Holiday Inn, Sheraton and Marriott. Members can find special offers on a weekly basis from over 12 different product categories including clothing, jewellery, books, music, electronics, activities, entertainment and even flowers.

### 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](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

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