



AIR CANADA

[News Releases](#)

Aeroplan and MSC Cruises Partner to offer Miles on Select Sailings

FORT LAUDERDALE, FL, and MONTREAL, Dec. 7 /CNW Telbec/ - Aeroplan and MSC Cruises today announced that Aeroplan Members can earn miles when they book an eligible MSC Cruises sailing.

Starting today, Aeroplan Members can earn miles on select cruises offered throughout the Mediterranean, Northern Europe, Transatlantic, the Caribbean, New England and Canada in addition to transatlantic and positioning cruises.

Richard E. Sasso, President and Chief-Executive-Officer for MSC Cruises (USA), Inc., said, "MSC Cruises is pleased to partner with Aeroplan and offer its members exclusive benefits for sailing on our ships. We hope to expose even more Canadians to MSC Cruises and its beautiful ships and both exotic and varied destinations."

Aeroplan Members can also redeem miles for a \$100 or \$500 gift certificate which they can use to purchase an MSC Cruise through CruiseShipCenters on www.aeroplan.com.

"We're thrilled to be adding MSC Cruises to the Aeroplan program, giving our members another way to earn miles when they travel," said Craig Landry, Senior Vice President, Partnership and Rewards, Aeroplan. "Aeroplan Members can now earn miles when they travel by air, sea and car across the globe."

The mileage earned per member, up to 2 members per stateroom, for MSC sailings will vary depending on the itinerary and length as follows:

Mediterranean | Northern Europe | Transatlantic (Summer & Winter) |

Positioning

1-6 nights: 500 miles
7 nights: 750 miles
8+ nights: 1,250 miles

Caribbean | Canada/New England

1-6 nights: 250 miles
7 nights: 500 miles
8+ nights: 1,000 miles

In order to receive the miles, guests must provide their Aeroplan number when booking directly with MSC Cruises or with their preferred travel professional.

For more information, please visit: www.MscCruisesUSA.com or www.aeroplan.com.

About MSC Cruises:

MSC Cruises has the most modern fleet in the world with ten ships: MSC Splendida and MSC Fantasia (the largest ships built for a European ship owner), MSC Poesia, MSC Orchestra, MSC Musica, MSC Sinfonia, MSC Armonia, MSC Opera, MSC Lirica and MSC Melody. The fleet cruises year round in the Mediterranean and seasonally in Northern Europe, the Atlantic Ocean, the Caribbean, North America and Canada, South America, the Indian Ocean, South and West Africa. MSC Magnifica launches in 2010. MSC Cruises recently forged a three-year, million-dollar partnership with UNICEF to fund a community project in Brazil while increasing awareness of this cause onboard its ships.

About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., the global leader in loyalty management.

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, Aeroplan, (416) 352-3745, christa.poole@aeroplan.com; Julianne Carelli, Public Relations Manager, (954) 958-3262, jcarelli@msccruisesusa.com

A STAR ALLIANCE MEMBER

