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Groupe Aeroplan Concludes Acquisition of Carlson Marketing

MONTREAL, Dec. 7 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) today announced the completion of the acquisition of Carlson Marketing, a privately-owned marketing services provider headquartered in the United States.

"We are pleased to officially welcome Carlson Marketing to Groupe Aeroplan. As stated, the combination of our companies positions Groupe Aeroplan as the global leader in loyalty management," said Rupert Duchesne, President and CEO. "This acquisition provides immediate geographic diversification and accelerates Groupe Aeroplan's international expansion strategy into the G20 countries. Moreover, Carlson Marketing's solid US presence secures an important footprint in one of the largest consumer markets in the world."

Groupe Aeroplan's existing businesses and Carlson Marketing will continue to operate separately and independently. Jeff Balagna, President and CEO of Carlson Marketing, and his executive team, will continue the management of Carlson Marketing. Jeff has also been named Executive Vice President, Groupe Aeroplan.

Carlson Marketing is widely recognized for its leading-edge global knowledge of loyalty marketing services, and engagement and events management. It has strong client relationships, which include some of the world's most respected brands in important sectors including financial services, automotive, high tech, consumer packaged goods and pharmaceutical. Carlson Marketing has a presence in North America, Europe, Asia Pacific and the Middle East.

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is the global leader in loyalty management. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program, Carlson Marketing, an international loyalty marketing services, engagement and events provider headquartered in the US, as well as 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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For further information: Media: Michèle Meier, (514) 205-7028, michele.meier@aeroplan.com; JoAnne Hayes, (416) 352-3706, joanne.hayes@aeroplan.com; Analysts: Trish Moran, (416) 352-3728, trish.moran@aeroplan.com

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