



AIR CANADA

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Media Advisory - Groupe Aeroplan to Hold Conference Call to Discuss Upcoming Launch of Italian Loyalty Program

MONTREAL, Feb. 8 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) will hold a conference call today, Monday, February 8, 2010, to discuss the upcoming launch of its Italian coalition loyalty program. Rupert Duchesne, President and Chief Executive Officer, David Adams, Executive Vice President and Chief Financial Officer and Gerard Whelan, Managing Director of the Italian program, will be available to address analysts' questions. Media and interested participants may access this call on a listen-only basis. Details are as follows:

Date: Monday, February 8, 2010

Time: 15:30 - 16:30 p.m. EST

By telephone: 1-888-231-8191 or 647-427-7450; conference ID: 55642074

Please note that in order to join the conference call, you will be required to provide the Conference ID number listed above.

Please allow 10 minutes to be connected to the conference call.

Webcast: English -

<http://www.newswire.ca/en/webcast/viewEvent.cgi?eventID=2960100>

French -

<http://www.cnw.ca/fr/webcast/viewEvent.cgi?eventID=2960100>

Note: this is a listen-only audio webcast. Media Player or Real Player is required to listen to the broadcast.

Replay: An archived audio webcast will be available at:

www.groupeaeroplan.com/pages/invEvents.php for ninety days following the original broadcast.

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A STAR ALLIANCE MEMBER

