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Media Advisory - Groupe Aeroplan CFO to Present at CIBC Retail and Consumer Conference

MONTREAL, Feb. 22 /CNW Telbec/ - David Adams, Executive Vice President and Chief Financial Officer, Groupe Aeroplan Inc., will present at the 2010 CIBC Retail and Consumer Conference in Toronto on February 23, 2010.

Mr. Adams presentation will discuss Groupe Aeroplan's strategy as it relates to the latest trends in loyalty and will begin at 10:45 a.m. EST. A live audio webcast will be available at: <http://events.startcast.com/events6/118/retail2010/>.

The webcast and presentation will be archived on the Groupe Aeroplan web site at: <http://www.groupeaeroplan.com/pages/invEvents.php>.

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, and it has a majority 75% ownership position in Nectar Italia, the first independent loyalty coalition program uniting leading retailers in Italy.

For more information about Groupe Aeroplan, please visit www.groupeaeroplan.com.

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