



AIR CANADA

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Aeroplan Signs a Sweet Partnership with Nestlé

MONTREAL and TORONTO, Feb. 25 /CNW Telbec/ - Aeroplan today announced the signing of a multi-year agreement with Nestlé in Canada that will enable members to earn Aeroplan Miles on more than 60 Nestlé and Nestlé Purina PetCare products.

Starting March 1st, Aeroplan Members can accumulate up to 50 Aeroplan Miles on each participating product under the Ice Cream, Confectionery and Purina pet care categories including favourites such as: Nestlé Drumstick, Kit Kat Singles, Rolo Minis and Beneful brand dog food.

"We are pleased to welcome another well known and respected company to our expanding network of partners that includes more than 150 brands in the financial, retail and travel sectors," said Craig Landry, Senior Vice President, Commercial, Aeroplan. "This partnership marks a very significant step forward in Aeroplan's consumer packaged goods expansion strategy. Our existing consumer packaged goods program includes the popular PepsiCo Canada products and with the addition of NestléCanada members now have even more opportunities to earn miles with their daily purchases."

"For Nestlé, the partnership with Aeroplan is another way to provide our consumers with extra value with the addition of miles beyond a great-tasting product," says Sandra Martinez, President, Nestlé Confectionery. "We look forward to working with Aeroplan and to helping our consumers earn rewards."

To earn miles, members simply do the following:

1. Purchase a participating Nestlé product
2. Visit www.nestle-aeroplan.ca
3. Enter the unique PIN found on or inside participating product packaging

Aeroplan Members will be able to earn even more miles through special Bonus offers and contests. To kick off the partnership, members will earn 50 Bonus Aeroplan Miles when they deposit their first Nestlé-Aeroplan PIN.

For more information or for a list of participating products, please visit: www.nestle-aeroplan.ca.

About Aeroplan

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 2009, over 2.1 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 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.

About Nestlé in Canada

Backed by more than a century of research and experience, Nestlé Canada's vision is to be the most trusted and respected food and nutrition company in Canada, bringing Good Food, Good Life to Canadians. Nestlé inCanada manufactures some of the world's most recognized and trusted brands, including NESTLÉ PROFESSIONAL, STOUFFER'S, LEAN CUISINE, NESQUIK, NESTLÉ GOOD START, POWERBAR, HÄAGEN-DAZS and KIT KAT, NESCAFÉ, NESTLÉ PURE LIFE, and NESTLÉ DRUMSTICK. Nestlé in Canada employs approximately 3,500 people in more than 20 manufacturing sites, sales offices and distribution centres across the country.

About Nestlé Purina Pet Care Canada

Nestlé Purina PetCare is a leading pet care company and global manufacturer of quality and nutritious pet food brands such as PRO PLAN, PURINA ONE, DOG CHOW, ALPO, BENEFUL, BEGGIN' STRIPS, T-BONZ, CAT CHOW, FRISKIES, FANCY FEAST, LUV, and cat litter brands such as MAXX SCOOP MULTI-CAT. Our promise, "Your Pet, Our Passion", and the creation of PAWSWAY Pet Discovery Centre, the permanent home of the PURINA ANIMAL HALL OF FAME, reflects our commitment to pets and promoting responsible pet care. Purina is the proud sponsor of The Purina National and the Lions Foundation of Canada PURINA WALK FOR

DOG GUIDES. For more information about Nestlé Purina PetCare Canada please visit www.purina.ca.

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