



# AIR CANADA

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## Groupe Aeroplan Lands Loyalty Thought Leader

MONTREAL, March 1 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER), today announced the addition of a renowned loyalty thought leader to its executive management team with the appointment of Rick Ferguson, the former Editorial Director of the loyalty publication COLLOQUY. Effective immediately, Ferguson, in his new role as Vice President, Knowledge Development, will assume overall direction for the dissemination of loyalty marketing thought-leadership, research and best practices.

"We're thrilled that Rick has chosen to join us," commented Rupert Duchesne, Groupe Aeroplan's President and Chief Executive Officer. "Our commercial partners and clients look to Groupe Aeroplan for thought leadership, and with Rick's outstanding track record, I am confident that he will help us cement our position as the global leader in loyalty management."

Recognized as a leading expert in customer loyalty by the Wall Street Journal, the New York Times, the Globe and Mail, USA Today, the Guardian UK, Forbes.com and MSNBC, Mr. Ferguson has published numerous articles and white papers describing best practices in customer loyalty and has pioneered research describing the characteristics of word-of-mouth advocates. He has taught loyalty-marketing workshops around the globe and has served as a featured or keynote speaker at customer loyalty conferences in Canada, China, Malaysia, Singapore, South Africa, the UK and the US.

"I am excited to be joining Groupe Aeroplan at a time when the company is solidifying its position on the world stage," Mr. Ferguson commented. "With their recent acquisition of Carlson Marketing as well as the launch of Nectar Italia, Groupe Aeroplan is poised to extend their success as operators of both coalition and proprietary loyalty and reward programs."

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is the global leader in loyalty management. Groupe Aeroplan owns Aeroplan, Canada's premier coalition loyalty program, Carlson Marketing, an international loyalty marketing services, engagement and events provider headquartered in the U.S., as well as Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan holds a 60% interest in the Air Miles Middle East 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](http://www.groupeaeroplan.com).

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