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Groupe Aeroplan Inc. Declares Dividends

MONTREAL, March 4 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) announced today that the Board of Directors has declared a quarterly dividend of \$0.125 per common share, payable on March 31, 2010 to shareholders of record at the close of business on March 17, 2010.

The Board has also declared an initial quarterly dividend for the period from January 20, 2010 to March 31, 2010 in the amount of \$0.31164 per Cumulative Rate Reset Preferred Share, Series 1, payable on March 31, 2010 to the holders of record at the close of business on March 17, 2010.

Dividends paid by Groupe Aeroplan to Canadian residents on both its common and preferred shares are "eligible dividends" for Canadian income tax purposes.

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.

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