



# AIR CANADA

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## Spring is in the air and with it comes more opportunities to earn Aeroplan Miles

MONTREAL, March 29 /CNW Telbec/ - Aeroplan today announced that members can earn Bonus Aeroplan Miles this spring with the "Aeroplan Bonus Days" promotion starting today until May 9, 2010. As an extra perk, members who shop with 3 or more qualifying partners such as Esso, Home Hardware, Nestlé, PepsiCo, Sobeys, Rexall and more can save 15 per cent off Air Canada flights.

"Members can earn hundreds of extra miles during this promotion that can be used towards travel to more than 1,000 destinations worldwide on Air Canada and Star Alliance carriers or on over 600 merchandise, hotel, car rental and experiential rewards," said Craig Landry, Senior Vice President, Commercial, Aeroplan. "Another way for members to maximize miles during this promotion is to pay with their Aeroplan-affiliated financial card to earn at least twice the miles on the same purchase."

Aeroplan Bonus Days offer includes:

American Express	Earn up to 1.5 Aeroplan Miles everywhere you use the American Express AeroplanPlus Platinum Card.
CIBC	Earn 15,000 Aeroplan Miles on your first purchase with a CIBC Aerogold Visa Infinite Card and earn 10,000 Aeroplan Miles when you open both a new CIBC Unlimited Chequing Account and a CIBC eAdvantage Savings Account with qualifying transactions.
Esso	Earn Double Aeroplan Miles on Esso purchases including gas, car wash and convenience store items
Home Hardware	Earn 100 Bonus Aeroplan Miles on your first purchase of \$100 or more.
Nestlé	Earn 50 Bonus Aeroplan Miles when you deposit 3 or more PINS from participating Nestlé and Purina products. Plus with your first pin deposit, you'll earn an additional 50 Bonus miles.
PepsiCo	Earn 50 Bonus Aeroplan Miles when you deposit a total of 4 eligible PINS from participating Quaker, Tropicana Topics or Tostitos products.
Primus	Earn 5,000 Bonus Aeroplan Miles when you sign up for Primus Home Phone or Triple Value Bundle.
Rexall	Earn 120 Bonus Aeroplan Miles on your purchases of \$60 or more at participating Rexall or Rexall Pharma Plus stores.
Uniprix	Earn 50 Bonus Aeroplan Miles on all purchases of \$50 or more.

For a complete listing of all of the spring bonus offers, visit: [www.aeroplan.com/bonusdays](http://www.aeroplan.com/bonusdays).

### About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 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.aeroplan.com](http://www.aeroplan.com) or [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

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