



# AIR CANADA

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## Groupe Aeroplan Hires Strategic Financial Analyst

MONTREAL, April 12 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER), today announced the appointment of Jon Reider as Vice President, Strategic Financial Analysis and Communication. Effective immediately, Reider will be responsible for the integration of all of the Corporation's current shareholder, investor relations and quarterly financial release efforts. In addition, he will also play a pivotal role in the analysis of corporate development initiatives as well as capital allocation decisions.

"We're thrilled to have Jon on board," commented Rupert Duchesne, Groupe Aeroplan's President and Chief Executive Officer. "At this critical moment in our growth as a public company, we are delighted to have someone with Jon's expertise become part of our management team."

Highly regarded as an investor relations consultant to senior management teams at several major Canadian public companies, Mr. Reider brings more than 25 years of experience in the financial services industry as both a top ranked financial analyst as well as Director of Research at Desjardins Securities.

"It is exciting times to be joining Groupe Aeroplan," said Jon Reider. "I am impressed by how effectively Groupe Aeroplan has transformed the business to become a global leader in loyalty management and I am looking forward to being part of the company's next phase of innovation and growth."

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc., a global leader in loyalty management, 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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