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Aeroplan Celebrates Earth Day with 1 Million Mile Donation and 40% Match on all Miles Redeemed for Carbon Offsets by Aeroplan Members

Aeroplan also recognized today as one of Canada's Greenest Employers

MONTREAL, April 22 /CNW Telbec/ - In celebration of Earth Day's 40th anniversary, Aeroplan has donated 1 million miles to Aeroplan's Beyond Miles partner, Earth Day Canada and will be matching all miles redeemed today by members for carbon offsets by 40 per cent. Members can redeem 3,500, 7,500 or 15,000 Aeroplan Miles to buy carbon offsets to offset the emissions generated by their reward travel and everyday activities at www.aeroplan.com/offset. Aeroplan will match the miles redeemed and transfer the total sum to Offsetters, a leading Canadian provider of high quality climate solutions to invest in energy efficiency and fuel switching projects in Canada and around the world.

"To celebrate Earth Day, we want to do something special that encourages our members to join us in taking action to reduce our collective impact on the environment," said Vince Timpano, President and Chief Executive Officer, Aeroplan. "For as little as 7,500 Aeroplan Miles, members can offset 3.2 tonnes of greenhouse gases, equivalent to approximately 1 transcontinental two-way flight or one year of driving a small car."

It was also announced today that Aeroplan has been selected as one of Canada's Greenest Employers for 2010 by Mediacorp Canada Inc. This competition recognizes the employers that lead the nation in creating a culture of environmental awareness in their organizations. Earlier this year, Aeroplan was also named one of Montreal's Top 15 Employers by Mediacorp.

Today, Aeroplan employees will be participating in clean up activities in Montreal, Toronto and Vancouver. Employees also participate in green activities throughout the year, such as taking part in the Green Commute Challenge, where they receive Aeroplan Miles if they commute to work in an environmentally friendly way. Aeroplan also offsets its entire corporate carbon footprint, including the energy and fuel use from Aeroplan offices and vehicles along with emissions from corporate air travel.

"We are thrilled to be recognized as a top employer in the environmental space," added Timpano. "Aeroplan is committed to reducing our environmental footprint and we can't achieve this without the strong support of our employees and the generosity of our members who have redeemed more than 56 million Aeroplan Miles for carbon credits to date."

Aeroplan and the Environment

To date, Aeroplan and its members have redeemed more than 56 million Aeroplan Miles for carbon credits. Aeroplan also offers more than 40 eco-friendly rewards that members can redeem miles for that include housewares, games, fashion and travel accessories. Since its inception in 2007, Aeroplan Members have redeemed more than 30 million miles for green rewards.

The offsets redeemed by Aeroplan members in the first and second quarter of 2010 will go towards Offsetters' 2010 Legacy Portfolio - a blended portfolio of high quality BC-based clean technology projects and international Gold Standard offset projects.

For more information on Aeroplan's Green it Up program, please visit: www.groupeaeroplan.com and click on Social Responsibility.

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 or www.groupeaeroplan.com.

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