



# AIR CANADA

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## Media Advisory - Groupe Aeroplan to Host Conference Call to Discuss Minority Investment in AeroMexico's Frequent Flyer Program

MONTREAL, April 26 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) will hold a conference call today, Monday April 26, 2010 to discuss its minority investment in AeroMexico's Frequent Flyer Program. Rupert Duchesne, President and Chief Executive Officer, and David Adams, Executive Vice President and Chief Financial Officer will be available to address analysts' questions. Media and interested participants may access this call on a listen-only basis. Details are as follows:

Date: Monday, April 26, 2010

Time: 11:00 a.m. ET

Webcast: A live audio webcast will be available at:

English - <http://www.newswire.ca/en/webcast/viewEvent.cgi?eventID=3047660>

French - <http://www.cnw.ca/fr/webcast/viewEvent.cgi?eventID=3047660>

Audio Conference Call: Investors and Analysts can call 1-888-231-8191 or 647-427-7450.

Replay: An archived video webcast will be available at [www.groupeaeroplan.com/pages/invEvents.php](http://www.groupeaeroplan.com/pages/invEvents.php) following the original broadcast.

Slides: A slide presentation intended for simultaneous viewing with the webcast and conference call will be available at [www.groupeaeroplan.com/pages/invEvents.php](http://www.groupeaeroplan.com/pages/invEvents.php).

### 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).

For further information: Media: Michèle Meier, (514) 205-7028, [michele.meier@groupeaeroplan.com](mailto:michele.meier@groupeaeroplan.com); JoAnne Hayes, (416) 352-3706, [joanne.hayes@aeroplan.com](mailto:joanne.hayes@aeroplan.com); Investor Relations: Trish Moran, (416) 352-3728, [trish.moran@groupeaeroplan.com](mailto:trish.moran@groupeaeroplan.com)

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