



AIR CANADA

[News Releases](#)

Groupe Aeroplan subsidiary LMG Insight & Communication to Partner with CVS Caremark

Multi-year agreement marks LMG I&C's first foray into large US market

MONTREAL, May 10 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX : AER) today announced that its subsidiary, LMG Insight & Communication (LMG I&C) has entered into a multi-year agreement with CVS Caremark, the largest pharmacy health care provider in the United States.

The agreement complements CVS Caremark's strategy to drive customer-centric insights into its retail design and business planning processes.

"This agreement represents the next stage of our expansion strategy," said Mike Blyth, President of LMG Insight and Communication North America. "We are bringing our extensive experience gained working with the UK grocer, Sainsbury's plc, along with more than 100 consumer packaged goods companies, including Unilever, Mars, Coca-Cola and Kraft. We have the proven ability to help shape consumer behaviour that drives enhanced sales and profitability. We look forward to working with CVS Caremark and are delighted that our first entry into the U.S. market place will be working with such a respected company."

"We are pleased to partner with LMG I&C as we continue to build on our Shopper Based Design platform. We believe LMG I&C's capabilities will help us develop more relevant shopping experiences for our customers" said Rick Molchan, Vice President, Retail Innovation and Store Design at CVS Caremark.

This multi-year agreement, while not material to the consolidated financial results of Groupe Aeroplan, represents an important step in LMG I&C's international expansion.

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

For further information: Media: Michele Meier, (514) 205-7028, michele.meier@aeroplan.com; JoAnne Hayes, (416) 352-3706, joanne.hayes@aeroplan.com; Analysts: Trish Moran, (416) 352-3728, trish.moran@aeroplan.com

A STAR ALLIANCE MEMBER

