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/R E P E A T -- Groupe Aeroplan to Hold Annual & Special Meeting of Shareholders Wednesday, May 12, 2010/

MONTREAL, April 28 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) will hold its Annual & Special Meeting of Shareholders on Wednesday, May 12, 2010.

Date: Wednesday, May 12, 2010

Time: 11:00 a.m. ET

Location: Bourse de Montréal Inc.
La Tour de la Bourse
800 Victoria Square, 4th Floor
Montréal, Québec

By Telephone: 1-888-231-8191 and 647-427-7450
Please allow 10 minutes to be connected to the conference call.

Webcast: English:

<http://www.newswire.ca/en/webcast/viewEvent.cgi?eventID=3006740>

French:

<http://www.cnw.ca/fr/webcast/viewEvent.cgi?eventID=3006740>

This is a listen-only audio webcast. Media Player or Real Player is required to listen to the broadcast.

Replay: An archived audio webcast will be available at <http://www.groupeaeroplan.com/pages/invAGM.php> for ninety days following the original broadcast.

Note: A slide presentation intended for simultaneous viewing with the webcast will be available the morning of May 12, 2010 at <http://www.groupeaeroplan.com/pages/invAGM.php>.

Media Briefing: Media are invited to attend, but only shareholders may ask questions during the meeting. A briefing for media will be held immediately following the meeting.

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.

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A STAR ALLIANCE MEMBER

