

Aeroplan Members Can Now Book One-Way Flights Online

MONTREAL, May 17 /CNW Telbec/ - Aeroplan today announced that Aeroplan Members can now book ClassicFlight one-way rewards online at aeroplan.com.

Aeroplan originally launched ClassicFlight one-way rewards as a pilot in Aeroplan's Contact Centre in May 2009. Due to a strong member response, Aeroplan has now made the rewards available online.

Starting at 10,000 Aeroplan Miles, ClassicFlight one-way rewards are available anywhere Air Canada flies, increasing the flexibility and accessibility of flight rewards by providing members with the option of using miles for just a portion of their trip and ultimately planning it to their advantage. For example, Aeroplan Members can earn miles when they purchase an Air Canada flight at aircanada.com and redeem miles for a ClassicFlight one-way reward seat on their return trip - or vice-versa.

"Aeroplan is excited to launch ClassicFlight one-way rewards on the web. Based on the one-way flights redeemed through our Contact Centre last year, we know that over a third were booked within 14 days prior to departure. This kind of flexibility is important to our members and we're pleased to make it even easier for them to travel when and where they want to go," said Craig Landry, Senior Vice President, Commercial, Aeroplan. "This is a great option for those members who don't have enough miles for a roundtrip or aren't sure when they'll be coming home, such as university students and snowbirds."

Aeroplan also offers ClassicPlus one-way flight rewards both online and through the Aeroplan Contact Centre. Visit: www.aeroplan.com for more details.

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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