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Media Advisory - Groupe Aeroplan to hold a conference to showcase its European operations

TORONTO and MONTREAL, July 15 /CNW Telbec/ - (TSX:AER) Groupe Aeroplan Inc. ("Groupe Aeroplan" or the "Corporation") will hold a conference to showcase its European operations and management team to analysts and investors on Wednesday, September 29, 2010. The details of the event are as follows:

Conference Location: The May Fair Hotel
Stratton Street
London
W1J 8LT

Phone: +44 (0)20 7629 7777
Fax: +44 (0)20 7493 0244

Webcast: Details for the webcast will be available prior to the conference.

Replay: An archived webcast will be available at www.groupeaeroplan.com/pages/invEvents.php within 24 hours of the original broadcast

Slides: A slide presentation intended for simultaneous viewing with the webcast will be available the morning of September 29, 2010 at www.groupeaeroplan.com/pages/invEvents.php

Analysts and investors, who would like to attend this event in person, should contact Trish Moran, Head of Investor Relations at Groupe Aeroplan prior to July 30, 2010 at trish.moran@groupeaeroplan.com. The conference is not open to the general public.

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:

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