



# AIR CANADA

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## Aeroplan Gives Members More Ways to Earn Miles with Two Fall Promotions

***CIBC, Air Canada, Esso, Home Hardware and Nestlé are just some of the participating Aeroplan partners***

MONTREAL, Sept. 20 /CNW Telbec/ - Aeroplan today announced that members can earn even more miles this fall during two bonus promotions.

Starting today until November 14, 2010, members can earn double miles for every dollar spent with Air Canada when they use their CIBC Aerogold Visa or CIBC Aerogold Visa Infinite Card. Aeroplan and its partners will be communicating the promotion directly to members through their own communication vehicles and reaching a wider audience via a mass advertising campaign that includes print and online ads in EnRoute Magazine and major newspaper outlets across the country starting September 20, 2010.

In addition, as of September 13th until October 24, 2010, *The Great Aeroplan Round Up* lets members earn double miles when they shop with 3 or more of the following qualifying partners: Dumoulin/Audiotronic, Esso, Home Hardware, Nestlé, Rexall and Rexall Pharma Plus, Uniprix and through Aeroplan eStore retailers: Chapters.Indigo.ca, the Gift card boutique, and The Shopping Channel. Members will also receive a 10 per cent discount off Air Canada flights when they accumulate miles with three qualifying partners during the promotion period. A special tool has been developed to help members track how many partners they've accumulated with during the campaign and is available on the member's profile page on [aeroplan.com](http://aeroplan.com).

"We're proud of our strong coalition of over 75 world-class partners in which members can earn miles daily," said David Klein, Vice President, Marketing, Aeroplan. "Last year, millions of miles were earned by our members during fall promotions. These special promotions give members additional opportunities to earn even more miles with a variety of Aeroplan partners and ultimately let members reach their reward goals sooner."

For example, under the Air Canada/CIBC promotion, if a member purchases a \$750 Air Canada flight using a CIBC Aerogold Visa or CIBC Aerogold Visa Infinite Card, they could earn 1,500 Aeroplan Miles.

For more information on *The Great Aeroplan Round Up*, please visit: [www.aeroplan.com/roundup](http://www.aeroplan.com/roundup) or for more information on the Air Canada/CIBC promotion visit: [www.aeroplan.com/twice](http://www.aeroplan.com/twice).

### 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](http://www.aeroplan.com) or [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

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