



AIR CANADA

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Aeroplan joins Offsetters' campaign to offset one million tonnes of greenhouse gas emissions by 2011

Aeroplan encourages members to redeem miles for carbon offsets

VANCOUVER and MONTREAL, Sept. 22 /CNW/ - On International Car Free Day, Aeroplan in partnership with Offsetters, has launched a six month campaign to encourage members to redeem their Aeroplan Miles in exchange for carbon offsets. Offsetters' goal of offsetting one million tonnes by the end of 2011 was the catalyst for the Aeroplan promotion. Retiring one million tonnes of offsets is the equivalent of taking 191,000 cars off the road for a year.

To reach its goal, Offsetters, Canada's leading carbon management solutions provider, has been approaching its partners like Aeroplan and its parent company Groupe Aeroplan to find ways to help educate and encourage people to do their part for climate action. Aeroplan will in turn reach out to its over 4 million members, who will have until Earth Day, April 22, 2011 to participate in the promotion. To help encourage members to participate, each redemption of Aeroplan Miles for offsets will result in an automatic entry for a chance to win 250,000 Aeroplan Miles.

"This promotion is an extension of our *Green It Up* Program and our commitment as a company to reduce our environmental footprint and to make a positive difference by encouraging our members to do the same," said Vince Timpano, President and Chief Executive Officer, Aeroplan. "This is an easy way for our members to learn more about their footprint, to help reduce their impact and to potentially win 250,000 Aeroplan Miles at the same time."

"Retiring 1 million high quality offsets has been a longstanding goal of Offsetters, and with partners such as Aeroplan, we want to turn that aspiration into reality," said Kari Grist, senior vice president, marketing and client engagement, Offsetters. "This isn't just a promotion - It's a call out to Aeroplan Members to help take action on climate change. It truly demonstrates Aeroplan's innovative leadership and commitment to environmental sustainability."

The Aeroplan promotion was created as a way to engage members to take action on climate change in a simple yet meaningful way. Not only will Aeroplan Members have the opportunity to redeem their miles, they will also learn about tips to reduce their footprint and be rewarded for doing so at the same time. This promotion is an illustration of Offsetters' belief that there are ways, big and small, that companies and individuals can make a measurable difference.

To learn more about this campaign, visit aeroplan.com or offsetters.ca/aeroplan.

About Offsetters:

As Canada's first and leading carbon management provider, Offsetters helps individuals and companies understand, reduce and offset their climate impact. Headquartered in Vancouver, BC, Offsetters was the first ever Official Supplier of Carbon Offsets to an Olympic Games and will be providing the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) with carbon credits sourced from clean technologies developed in BC's Lower Mainland. In 2009, Offsetters was also selected by the Pacific Carbon Trust as the largest initial supplier of carbon offsets to the BC Crown Corporation. For more information go to www.offsetters.ca.

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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