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/R E P E A T -- Media Advisory - Groupe Aeroplan CEO to Present Key Note Speech at FFP Loyalty Conference in Montreal/

MONTREAL, Sept. 23 /CNW Telbec/ - Rupert Duchesne, President and Chief Executive Officer, Groupe Aeroplan Inc., will present a keynote speech during the "FFP" Loyalty Conference at the Mega Event 2010 in Montreal on Wednesday, October 13, 2010. The presentation will begin at 9:00 a.m. ET and will discuss the future for loyalty. Mr. Duchesne's remarks will be available on the Company's website at <http://www.groupeaeroplan.com/pages/invEvents.php> on the morning of October 13, 2010.

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a global leader in loyalty management. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program, Carlson Marketing, an international loyalty marketing services, engagement and events provider headquartered in the US, as well as Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles 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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