



# AIR CANADA

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## Welcome Aboard Aeroplan's New and Exclusive Flights to Fort Lauderdale

*Members Have a Chance to Win Back Their Miles on Each Flight*

MONTREAL, Feb. 1 /CNW Telbec/ - As part of a great new pilot initiative, Aeroplan will launch four flights for Aeroplan Members offering up an exclusive getaway from Toronto to Fort Lauderdale during the 2011 Spring Break. Flights depart on each Tuesday throughout March with a return flight one week later.

On each specified Air Canada flight from Toronto and Fort Lauderdale, 100 per cent of the seats are reserved for Aeroplan Members. These special flights will have no restrictions on the number of tickets per person and the flights will include complimentary bar and snack service, and additional baggage allowance in Economy class. The gate and the onboard experience will be Aeroplan branded and one lucky passenger on each flight will win back their miles. In addition, members will be given special hotel, parking and car rental offers to use in Fort Lauderdale.

"Aeroplan is always looking for new and innovative ways to bring more value to our membership. This is the first time that we have offered an Aeroplan exclusive flight reward to members," said Aaron Carr, General Manager, Travel Products and Services, Aeroplan. "Florida is a very popular destination during the Spring Break period and we're thrilled to be able to create this exclusive flight event that directly responds to our member's wants and interests."

Aeroplan Members can redeem 25,000 miles per flight reward for an Economy Class ticket. Executive Class tickets were available for 40,000 miles per flight reward but are now sold out. No booking fee applies on this offer.

### Flight Details:

- Depart Toronto to Fort Lauderdale - March 1, 2011 - Flight AC7004  
Depart Fort Lauderdale to Toronto - March 8, 2011 - Flight AC7005
- Depart Toronto to Fort Lauderdale - March 8, 2011 - Flight AC7004  
Depart Fort Lauderdale to Toronto - March 15, 2011 - Flight AC7005
- Depart Toronto to Fort Lauderdale - March 15, 2011 - Flight AC7004  
Depart Fort Lauderdale to Toronto - March 22, 2011 - Flight AC7005
- Depart Toronto to Fort Lauderdale - March 22, 2011 - Flight AC7004  
Depart Fort Lauderdale to Toronto - March 29, 2011 - Flight AC7005

For more information or to book one of these exclusive rewards, please call Aeroplan's dedicated Contact Centre agents at 1-877-341-9730.

### 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 2010, over 2 million rewards were issued to members including more than 1.3 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 800 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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