



AIR CANADA

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Aeroplan Brings Countless Celebrities and Great Music as New Rewarding Sponsor of the JUNO Awards

MONTREAL, Feb. 4 /CNW Telbec/ - As part of its ongoing commitment to Canadian arts and culture, Aeroplan is pleased to announce that it has partnered with the JUNO Awards as the Rewarding Sponsor of the 2011 JUNO Awards, Canada's premier music awards and show celebrating excellence and achievement in Canadian music. Celebrating its 40th Anniversary, the JUNO Awards will be held in Toronto and JUNO week will run from March 21-27, 2011 culminating with the 2011 JUNO Awards broadcast on CTV from the Air Canada Centre on March 27, 2011.

As the Rewarding Sponsor, Aeroplan will have exclusive and advance-sale opportunities for members to attend and participate in the upcoming JUNO events as well as the opportunity to redeem miles for exciting experiential reward packages on aeroplan.com.

"The JUNO Awards represent the highest level of recognition that can be bestowed by the Canadian music industry and Aeroplan is proud to be a part of this year's festivities and help the JUNO's celebrate its ruby anniversary," said David Klein, Vice President, Marketing, Aeroplan. "Building on our commitment to be a large supporter of Canadian arts and culture, this sponsorship will also bring our members opportunities to engage in an unforgettable music experience."

"CARAS and the JUNO Awards are excited to partner with Aeroplan in celebration of the 40th Anniversary of the JUNO Awards. We look forward to working together celebrating and supporting Canadian music," said Melanie Berry, President & CEO of CARAS/JUNO Awards.

Aeroplan, an enthusiastic patron of the arts and one that is committed to raising the awareness of Canadian artists in Canada and abroad, has sponsored several Canadian cultural organizations over the last few years including most recently Angèle Dubeau & La Pietà, The Grange Prize in partnership with TheArt Gallery of Ontario, Flash Forward Festival, The Business for the Arts Award, Luminato and the Canadian representatives of the Venice Biennale.

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 or www.groupeaeroplan.com.

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A STAR ALLIANCE MEMBER

