



# AIR CANADA

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## Aeroplan's First Exclusive Flight to Fort Lauderdale Takes Off

MONTREAL, March 1 /CNW Telbec/ - Earlier today, Aeroplan Members took to the skies on flight AC 7004 on route from Toronto to Fort Lauderdale on Aeroplan's first exclusive flight for members and their guests. This flight marks the start of a new pilot initiative in which Aeroplan has launched four flights for members offering up an exclusive getaway from Toronto to Fort Lauderdale during the 2011 Spring Break. The flights are designed to give members an extra special flight experience getaway. Flights depart on each Tuesday throughout March with a return flight one week later and an Aeroplan executive will be at the departure gate for each flight leaving Toronto.

"We're excited to be here today to launch this special flight to Florida," said Aaron Carr, General Manager, Travel Products and Services, Aeroplan from the gate at Pearson Airport. "This has been a great experience for us. It's the first time that we've offered our members exclusive flight rewards and more than 400 members and their guests will be filling the seats over the next month which shows us that not only is this a popular destination during Spring Break but also that our members are looking for unique ways to use their miles."

On each specified Air Canada flight from Toronto and Fort Lauderdale, 100 per cent of the seats are reserved for Aeroplan Members and their guests. These special flights have no restrictions on the number of tickets per person and the flights include complimentary bar and snack service, and additional baggage allowance in Economy class. The gate and the onboard experience are Aeroplan branded and members were given special hotel, parking and car rental offers to use in Fort Lauderdale when they made their flight booking.

"My family and I are excited to be on Aeroplan's first exclusive flight to Fort Lauderdale," said Aeroplan Member Patricia Vieira. "We jumped at the chance to use our Aeroplan Miles to be on board one of these special flights. I look forward to a great vacation and everything Aeroplan has planned for us!"

Added Carr "We hope that this initiative brings value to our members and that we'll be able to offer up similar flight experiences in the future."

Aeroplan Members were able to redeem 25,000 miles per flight reward for an Economy Class ticket and Executive Class tickets were available for 40,000 miles per flight reward but are now sold out. No booking fee applies on this offer. Members can still take advantage of this special offer for the following flights:

### Flight Details:

- 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 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).

/NOTE TO PHOTO EDITORS: Photos accompanying this release are also available at <http://photos.newswire.ca>. Images are free to

accredited members of the media/

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A STAR ALLIANCE MEMBER 