



# AIR CANADA

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## Media Advisory - Groupe Aeroplan CEO to Present at Credit Suisse 2011 Global Services Conference

MONTREAL, March 7 /CNW Telbec/ - Rupert Duchesne, President and Chief Executive Officer, Groupe Aeroplan Inc., will present at the 2011 Credit Suisse Global Services Conference in Phoenix on Tuesday March 15, 2011. The presentation will begin at 1:00 p.m. ET and will be broadcast live over the Internet at the following address: <http://w.on24.com/r.htm?e=291488&s=1&k=0969D904065CFABDDF8A7F6A6818B5E6> or through the Company's website at <http://www.groupeaeroplan.com/pages/invEvents.php>. A replay of the webcast will be available for 30 days following the presentation.

### About Groupe Aeroplan Inc.

Groupe Aeroplan Inc., a global leader in loyalty management, owns Aeroplan, Canada's premier coalition loyalty program, Carlson Marketing, an international loyalty marketing services, engagement and events provider headquartered in the U.S., as well as Nectar, the United Kingdom's largest coalition loyalty program. Groupe Aeroplan also operates LMG Insight & Communication, an international customer-driven insight and data analytics business. In addition, Groupe Aeroplan has majority equity positions in Air Miles Middle East and Nectar Italia as well as a minority position in Club Premier, Mexico's leading coalition loyalty program.

For more information about Groupe Aeroplan, please visit [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

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