



AIR CANADA

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Aeroplan Donates 1 Million Miles to Relief Efforts in Japan

Members can Donate Aeroplan Miles at Aeroplan.com; Groupe Aeroplan Matches Employee Donations Worldwide

MONTREAL, March 14 /CNW Telbec/ - Aeroplan today announced that it has donated 1 million Aeroplan Miles to the Canadian Red Cross to support the emergency relief efforts in the aftermath of the recent earthquake and tsunami in Japan. Aeroplan will also match its employees' individual cash contributions to the Canadian Red Cross while Groupe Aeroplan will match cash contributions to the Red Cross or the Red Crescent from its employees worldwide.

In addition, Aeroplan Members who wish to support the Canadian Red Cross can donate their Aeroplan Miles online at www.aeroplan.com.

"Our hearts go out to the people of Japan at this time," said Vince Timpano, President and Chief Executive Officer, Aeroplan. "We hope that our donation will assist relief efforts in the aftermath of this terrible disaster and we invite our members to join us in supporting the Canadian Red Cross."

Community Investment at Aeroplan

Aeroplan's community investment philosophy is based on enabling Aeroplan Members to enrich communities at home and abroad, by supporting professionals giving back of their knowledge and skills, working with local communities and local resources to find sustainable, creative solutions to pressing problems.

Aeroplan's Beyond Miles program invites Aeroplan members to join us in supporting nine Canadian charitable organizations through the donation of Aeroplan Miles: Athletes for Africa, Earth Day Canada, Engineers Without Borders Canada, Médecins Sans Frontières Canada, Schools Without Borders, The Stephen Lewis Foundation, Veterinarians Without Borders Canada and War Child Canada. Beyond Miles also supports Air Canada's Kids' Horizons, a program dedicated to enhancing the quality of life of Canadian children and youth and their families. To date, more than 197 million miles have been donated to Beyond Miles. For more information, please visit www.aeroplan.com/donate.

In addition, Aeroplan also has a Charitable Pooling program that allows members to use miles to support individuals, families or local grass roots charities in need. Members have pooled more than 57 million miles into over 430 pooling accounts across the country.

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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