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Groupe Aeroplan's Nectar Coalition Loyalty Program signs partnership with easyJet

MONTREAL, March 14 /CNW Telbec/ - Groupe Aeroplan Inc.'s (TSX: AER) Nectar Coalition Loyalty Program, the UK's largest loyalty program, and easyJet, the UK's largest airline, today announced that easyJet has joined the Nectar Program as a redemption partner, enabling Nectar members to redeem their Nectar points for seats on easyJet flights starting at the end of March, 2011.

"We are delighted about Nectar's new partnership with easyJet," said Rupert Duchesne, President and CEO of Groupe Aeroplan. "From our experience with the Canadian Aeroplan program, we know how incredibly valuable flight rewards are to loyalty program participants. easyJet is a great addition to Nectar's reward offering."

The partnership will allow Nectar members to redeem their Nectar points for any easyJet flights to over 550 destinations in 30 countries with no restrictions or time limits. They can pay for the flight and taxes in full using Nectar points, or use a combination of Nectar points and cash to complete the transaction. Close to one million Nectar collectors have enough points to redeem for flights to popular destinations like Malaga, Alicante, Nice or Amsterdam. Nectar estimates that approximately 300,000 seats per year will be booked using Nectar points.

Nectar partner Sainsbury's will be supporting the easyJet addition to Nectar through in-store promotional activity as well as other direct marketing initiatives.

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.

Caution Concerning Forward-Looking Statements

Certain statements in this news release may contain forward-looking statements. Forward-looking statements are included in this news release. These forward-looking statements are identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would", and similar terms and phrases, including references to assumptions. Such statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the economy and the business of Groupe Aeroplan and its partners. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including the factors identified throughout Groupe Aeroplan's public disclosure record on file with the Canadian securities regulatory authorities. The forward-looking statements contained in this discussion represent Groupe Aeroplan's expectations as of March 14, 2011 and are subject to change after such date. However, Groupe Aeroplan disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

For further information:

Media
Michele Meier
514-205-7028
michele.meier@groupeaeroplan.com

Analysts & Investors
Trish Moran
416-352-3728
trish.moran@groupeaeroplan.com

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