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Groupe Aeroplan's Insight and Data Analytics Business Signs Strategic Partnership With Australian Retailer Coles

MONTREAL, March 28 /CNW Telbec/ - Groupe Aeroplan Inc., a global leader in loyalty management, today announced a strategic partnership between its insight and analytics business, LMG Insight & Communication (I&C), and leading Australian supermarket retailer, Coles, part of the Wesfarmers Group.

The multi-year partnership represents a full engagement of I&C's services. Coles will utilise I&C's best-in-class data analytics tool, Self Serve, and will employ a team of I&C analysts at its head office in Melbourne, who will be devoted to improving its understanding of customers using data from the retailer's FlyBuys loyalty program. This will give Coles unparalleled insight into its customers' shopping habits, enabling it to make better strategic business decisions about many aspects of its operations, from assortment to promotions.

I&C will also provide additional capabilities that will enable Coles to conduct targeted marketing campaigns through a variety of channels including direct mail, email and in-store.

"We are looking forward to working with Coles, a recognized leader in its field," said Groupe Aeroplan President and CEO, Rupert Duchesne. "This partnership is testament to our industry leading data analytics capability and delivery of a world-class service to retailers. The scope and size of this opportunity and the ability to take Self Serve and our CRM services into a new market is very exciting."

"This is an important strategic partnership for Groupe Aeroplan as we continue to benefit from our unique full suite loyalty capabilities on a global basis," added Duchesne.

"This partnership with Coles marks an important step in our international expansion strategy and is another example of I&C's continued strength in the data arena," said I&C President, Peter Gleason. "We now have partnerships with major retailers around the globe such as Sainsbury's in the UK, another major European retailer and CVS Caremark in the United States. Coles in Australia is a fantastic addition to this impressive line up. We look forward to helping them better understand their customers and ensure they are consistently providing them with great value, a key element of Coles' customer first strategy."

The I&C team will commence work beginning April 2011.

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 28, 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.

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