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Aeroplan Enhances its Flight Reward Booking Tool and Makes Adjustments to Flight Reward Mileage Levels

MONTREAL, April 15 /CNW Telbec/ - Aeroplan today announced the recent introduction of several enhancements to its flight reward booking tool that will offer members more choice, greater flexibility and robust self-service functionality. Aeroplan also announced that it will be implementing revised flight reward mileage levels with an effective date of July 15, 2011 in an effort to simplify the program as well as to keep up with increases in the costs of providing flight rewards that have taken place over the years.

As part of its commitment to further members' overall flight reward redemption experience, Aeroplan has recently undergone a number of enhancements on its flight reward section on aeroplan.com and in its Contact Centre including:

- An improved flight reward booking tool that augments the search capability and results visibility on both aeroplan.com and in Aeroplan's Contact Centre, optimizing Aeroplan's use of the Star Alliance network and providing its members with more route options, more destinations, more flexible flying times and fewer connections;
- Access to last minute seats through the Last-Minute Travel Tool showcasing available destinations for travel within the next 14 days (displaying outbound availability within the next 14 days and inbound availability within the next 28 days) on some of its members' most popular routes at Classic mileage levels, making it easier to travel on a whim;
- A new online calendar functionality that helps members easily view all their flight reward availability at a glance including all economy and business class options for both Air Canada and Star Alliance carriers.

These new functionalities follow the introduction of new products such as: Star Alliance Upgrade Rewards in which members can purchase a ticket using cash and then redeem miles on aeroplan.com to upgrade one flight segment to Business or First Class, and the addition of One-way ClassicFlight and Star Alliance Flight Rewards giving members greater flexibility and more reward options.

"With the aim to help members reach their ultimate travel goals and make the most of the Aeroplan journey, Aeroplan has invested significantly in the last year to provide members with a truly world class flight redemption experience from simple one-way flights on Air Canada and any of the 27 other Star Alliance member airlines to more complicated routings involving multiple countries and stop-overs," said David Klein, Vice President, Marketing & Innovation, Aeroplan. "With access to AirCanada and the Star Alliance member airlines and more than 21,000 daily departures to over 1,000 destinations in more than 175 countries worldwide, Aeroplan can take its members to virtually anywhere in the world they wish to visit."

Aeroplan has also reviewed its flight reward charts and is making adjustments to flight reward mileage levels. While this helps manage increases in the costs of providing flight rewards over the years, and simplifies the program by aligning the mileage levels required for travel with Air Canada and Star Alliance, David Klein explains that "Aeroplan continues to offer flight rewards that are still amongst the best value in the industry, with rewards starting as low as 10,000 miles for a short-haul one-way ClassicFlight reward in economy class. Aeroplan maintains its strong leadership position and value proposition relative to competitive alternatives." The adjustments represent an average increase of less than 5 per cent in the number of miles per reward for all ClassicFlight (Air Canada) and Star Alliance flight rewards. In addition, some travel zones have been reduced for reward flights on Star Alliance member airlines. Members will benefit from the reductions in reward mileage levels as of today for new flight reward bookings.

To access the revised Air Reward Charts, please visit:

https://www.aeroplan.com/use_your_miles/travel/flights/air_reward_chart.do.

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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