



# AIR CANADA

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## **Aeroplan and Air Canada Win Program of the Year Award for Second Year in a Row at Annual Frequent Traveler Awards**

***Program also takes top honours in Best Earning Promotion, Best Redemption Ability and Best Customer Service***

MONTREAL, April 29 /CNW Telbec/ - Aeroplan, Canada's premier loyalty coalition program and Air Canada, Canada's largest full-service airline have jointly received four major honours for the Americas region as voted by the public in the annual Frequent Traveler Awards. At a ceremony on April 28th in New York, Aeroplan and Air Canada won the "2011 Program of the Year" title for airlines in the Americas and were also recognized for "Best Airline Promotion for Earning," "Best Airline Redemption Ability," and "Best Customer Service."

"This is the second year in a row in which we have been recognized with Best Program of the Year and we are truly thrilled to receive this acknowledgment alongside our partner Air Canada. Together, we've built a partnership that engages our members and delivers some of the best flight rewards out there," said Vince Timpano, President and Chief Executive Officer, Aeroplan Canada. "The Frequent Traveler Awards celebrate the best frequent flyer and frequent guest programs and we're pleased to see our ongoing efforts to continually strengthen our program and our leadership in the loyalty space recognized by not only the Canadian and international loyalty industry and business communities, but most importantly by our own members."

"Our customers have long known that through our partnership with Aeroplan, Air Canada offers the best loyalty program in the industry and the Annual Frequent Traveler Awards have confirmed this once again. Aeroplan Members have many options for redemption but we are pleased that flight rewards remain the most popular choice. These awards also recognize that Air Canada's loyalty program offers the best redemption ability, best promotion for earning, and best customer service by frequent travellers worldwide," said Craig Landry, Vice President of Marketing at Air Canada.

The Frequent Traveler Awards represent excellence in frequent travel programs worldwide, rating the best frequent flyer and frequent guest programs. Frequent flyer and frequent guest programs from around the world compete in seven categories including: Program of the Year, Best Redemption Promotion, Best Earning Promotion, Best Redemption Ability, Best Elite-Level Program, Best Customer Service and Best Loyalty Credit Card. Voters select programs in one of three global regions: Americas, Europe/Africa, and the Middle East/Asia and Oceania. This year, over one million people from nearly every country worldwide participated in the Frequent Traveler Awards, casting online votes to choose their favourite programs and campaigns for 2010.

### **About Air Canada**

Air Canada is Canada's largest domestic and international full-service airline providing scheduled and charter air transportation for passengers and cargo from 60 communities large and small across Canada to more than 175 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and serves 31 million customers annually. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,172 airports in 181 countries. Air Canada customers can collect Aeroplan miles for future rewards through Canada's leading loyalty program, and Top Tier members enjoy reciprocal frequent flyer benefits including lounge and priority services.

### **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](http://www.aeroplan.com) or [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

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