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Groupe Aeroplan to Hold Conference Call

MONTREAL, May 9 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) will hold a conference call on Thursday, May 12, 2011 at 4:30 pm ET to discuss the changes to the Corporation's financial statements that will occur as a result of its new segmented reporting structure and the adoption of International Financial Reporting Standards (IFRS).

Date: Thursday, May 12, 2011

Time: 4:30 p.m. ET

By Telephone: 1-877-974-0446 and 416-644-3425
Please allow 10 minutes to be connected to the conference call.

Webcast: English: <http://www.newswire.ca/en/webcast/viewEvent.cgi?eventID=3505260>
French: <http://www.cnw.ca/fr/webcast/viewEvent.cgi?eventID=3505260>
This is a listen-only audio webcast. Media Player or Real Player is required to listen to the broadcast.

Replay: An archived audio webcast will be available at <http://www.groupeaeroplan.com/pages/invAGM.php> for ninety days following the original broadcast.

Note: A slide presentation intended for simultaneous viewing with the webcast will be available the afternoon of May 12, 2011 at <http://www.groupeaeroplan.com/pages/invEvents.php>.

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.

For further information:

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