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Aeroplan Renews Long-time Partnership with Imperial Oil

MONTREAL, May 20, 2011 /CNW Telbec/ - Aeroplan today announced the renewal of a multi-year agreement with Imperial Oil that will enable Aeroplan Members to continue earning Aeroplan Miles in Canada on the purchase of gas, car washes and convenience store items at approximately 1,850 Esso-branded stations from coast to coast.

With this renewal, Aeroplan Members will be able to continue to swipe their Aeroplan card or Aeroplan-linked Speedpass at their local Esso-branded station to earn 1 Aeroplan Mile for every \$3 spent.

"We launched the Aeroplan offer at Esso stations in 2004 as the first opportunity for Aeroplan Members to accumulate Aeroplan Miles on their everyday spend," said David Houston, Vice President, Partnerships, Aeroplan. "The relationship continues to achieve significant growth and we're delighted to continue this successful program and look forward to the evolution of our relationship."

"Aeroplan continues to be one of the leading loyalty programs in Canada and we are delighted to continue this relationship and be able to offer Esso customers Aeroplan's extensive and exclusive reward options," said Simon Smith, Vice-President and General Manager, Fuels Marketing, Imperial Oil.

In addition, members can also redeem their miles for a \$50 or \$100 Esso Gift Card that can be used at any Esso retail location.

For more information or to check out special promotions throughout the year, please visit: www.aeroplan.com.

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.

About Imperial Oil

Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. The company is a major producer of crude oil and natural gas, Canada's largest petroleum refiner, a key petrochemical producer and a leading marketer with a coast-to-coast supply network that includes about 1,850 retail service stations.

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