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/R E P E A T -- Media Advisory - Groupe Aeroplan to Hold Annual Meeting of Shareholders Thursday, May 26, 2011/

MONTREAL, April 25 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) will hold its Annual Meeting of Shareholders on Thursday, May 26, 2011.

Date: Thursday, May 26, 2011

Time: 1:30 p.m. ET

Location: TMX Broadcast Centre - The Gallery
130 King Street West
Toronto, Ontario

By Telephone: 1-877-974-0445 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=3467420>
French: <http://www.cnw.ca/fr/webcast/viewEvent.cgi?eventID=3467420>
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 morning of May 26, 2011 at <http://www.groupeaeroplan.com/pages/invAGM.php>.

Media Briefing: Media are invited to attend, but only shareholders may ask questions during the meeting. A briefing for media will be held immediately following the meeting.

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.

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