



# AIR CANADA

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## **Groupe Aeroplan's Insight and Data Analytics Business Signs Strategic Deal with Sobeys**

MONTREAL, June 7, 2011 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) today announced a strategic partnership between its insight and data analytics business, LMG Insight & Communication (I&C), and Sobeys Inc., one of Canada's two national grocery retailers.

Beginning in the third quarter 2011, Groupe Aeroplan's insight and data analytics business will assist Sobeys in analyzing data from its loyalty programs providing Sobeys with unparalleled insight into its customers' shopping habits, enabling it to make better strategic business decisions about many aspects of its operations, from assortment to promotions.

The multi-year agreement will harness I&C's data analytics tool, 'Self Serve' and will be supported by a team of analytics experts from I&C.

"This partnership with Sobeys signals a significant milestone for Groupe Aeroplan as it cements our position as a worldwide leader in data analytics following our recently announced partnership with Australian supermarket retailer, Coles," said Groupe Aeroplan President and CEO, Rupert Duchesne. "Groupe Aeroplan's data analytics business is now present in major markets around the globe with key partnerships with Sainsbury's in the UK, Migros in Switzerland and CVS Caremark in the US. To now deliver our world-class analytics service in Canada is very exciting for us and we look forward to deepening our relationship with Sobeys."

"In an increasingly dynamic marketplace, harvesting the insight from sales and loyalty card data will help strengthen our relationship with our customers and provide us with a competitive edge," said Sobeys Inc. President & Chief Executive Officer Bill McEwan. "'Self Serve' is the best tool for analyzing that data and we are looking forward to working closely with Groupe Aeroplan as we focus on delivering an even better food shopping experience for our customers across the country."

### **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, 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](http://www.groupeaeroplan.com).

### **About Sobeys Inc.**

Sobeys Inc. is a leading national grocery retailer and food distributor headquartered in Stellarton, Nova Scotia. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, FreshCo, Price Chopper and Thrifty Foods, as well as Lawtons Drug Stores. Sobeys Inc. is committed to providing the most worthwhile experience for its customers, employees, franchisees, suppliers and shareholders. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

### **Caution Concerning Forward-Looking Statements**

Certain statements in this news release may contain forward-looking statements. Forward-looking statements are included in this news release. These forward-looking statements are identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would", and similar terms and phrases, including references to assumptions. Such statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the economy and the business of Groupe Aeroplan and its partners. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including the factors identified throughout Groupe Aeroplan's public disclosure record on file with the Canadian securities regulatory authorities. The forward-looking statements contained in this discussion represent Groupe Aeroplan's expectations as of June 7, 2011 and are subject to change after such date. However, Groupe Aeroplan disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise,

except as required under applicable securities regulations.

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