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Groupe Aeroplan Inc. Declares Dividends

MONTREAL, Aug. 10, 2011 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) announced today that the Board of Directors has declared a quarterly dividend of \$0.15 per common share, payable on September 30, 2011 to shareholders of record at the close of business on September 16, 2011.

The Board has also declared a quarterly dividend in the amount of \$0.40625 per Cumulative Rate Reset Preferred Share, Series 1, payable on September 30, 2011 to the holders of record at the close of business on September 16, 2011.

Dividends paid by Groupe Aeroplan to Canadian residents on both its common and preferred shares are "eligible dividends" for Canadian income tax purposes.

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.

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