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Groupe Aeroplan Announces Management Change

MONTREAL, Sept. 12, 2011 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) today announced that Jeff Balagna, President and Chief Executive Officer, Groupe Aeroplan United States and Asia Pacific and Executive Vice President, Groupe Aeroplan Inc. is leaving Groupe Aeroplan. Liz Graham, Executive Vice President & Chief Operating Officer will take on additional responsibilities as President and CEO, United States and Asia Pacific.

"I would like to thank Jeff for his considerable efforts throughout the Carlson Marketing acquisition process as well as the successful post-acquisition integration into Groupe Aeroplan, which, thanks to this acquisition, is now fully equipped to deliver full-suite loyalty management globally." said Rupert Duchesne, President and Chief Executive Officer, Groupe Aeroplan. "We are very pleased that one of our founding executives will step in to build a strong and sustainable operating environment for us in this critical region, leveraging the expertise of the commercial heads who will report to her".

Commercial leaders who will now report into Liz Graham are:

- Peter deNunzio, President, Customer Loyalty, US
- Fay Beauchine, President, Business Loyalty, US
- Karl Schuster, President, Proprietary Loyalty, APAC

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.

For further information:

Media

Michele Meier
514-205-7028

michele.meier@groupeaeroplan.com

Analysts & Investors

Trish Moran
416-352-3728

trish.moran@groupeaeroplan.com

A STAR ALLIANCE MEMBER

