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Groupe Aeroplan Appoints Sandy Walker Senior Vice President, Global Talent and Culture

Further Strengthens Executive Management Team to realize vision of becoming the global leader in loyalty management

MONTREAL, Sept. 27, 2011 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER), today announced the appointment of Sandy Walker to the position of Senior Vice President, Global Talent and Culture. Based in Toronto and reporting directly to Groupe Aeroplan's President and CEO Rupert Duchesne, Sandy's mandate will be to mobilize our considerable HR strength across the global enterprise to support and guide our efforts to realize our talent and culture goals.

"We are eager to leverage Sandy's experience in guiding businesses through transformational change," said Rupert Duchesne. "Our vision of becoming the recognized global leader in loyalty management will be realized through the strength and depth of our current, emerging and targeted talent and the culture that we develop together."

Sandy joins Groupe Aeroplan most recently from BCE/Bell Canada, Canada's largest communications company, where she held the post of Vice President, Human Resources - Business Markets. In this role, Sandy successfully oversaw multiple transformational business structuring endeavours, evolved people and culture planning for all B2B businesses, and led the reset of Bell's Leadership Development and Talent Management programs, focused on building the organization's talent pipeline and supporting talent identification deeply into the organization.

Prior to joining Bell, Sandy was Senior Vice President, Human Resources & Administration at Alliance Atlantis Communications Inc., where as a member of the Executive Committee, she had full responsibility for all matters related to global human resource governance matters. Earlier in her career, Sandy held progressively senior roles in the life and health reinsurance business, leading to the role of Head, Human Resource Services, North America for Swiss Re Life & Health.

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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