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Media Advisory - Groupe Aeroplan to Present The Future of Loyalty

TORONTO, Oct. 5, 2011 /CNW/ - Groupe Aeroplan Inc. (TSX: AER) will hold an event to present *The Future of Loyalty*. This special event will reveal ground-breaking proprietary research on next generation consumers as well as provide some critical new company information.

Rupert Duchesne, President and Chief Executive Officer and Rick Ferguson, Vice President, Knowledge Development of Groupe Aeroplan will be present at the event and available for one-on-one interviews following the announcement.

Date: Wednesday, October 5,
2011

Time: 10:00 - 11:00 a.m. ET

Place: MaRS Discovery District
Auditorium
101 College Street
Toronto, Ontario
M5G 1L7

For further information:

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