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Ethiopian Airlines Joins the Aeroplan Program

MONTREAL, Dec. 13, 2011 /CNW Telbec/ - Aeroplan today announced the addition of Ethiopian Airlines to its growing roster of travel partners. Effective immediately, Aeroplan Members can earn and redeem Aeroplan Miles for travel with Ethiopian Airlines bringing Aeroplan's total number of airline partners to 35.

"We're excited to add Ethiopian Airlines to our program," said David Houston, Vice President, Partnerships, Aeroplan. "This addition gives our members more choices, flexibility and greater access to increased leisure and business flight opportunities across Africa."

Ethiopian Airlines, a Star Alliance partner, is the flag carrier of Ethiopia serving 63 international and 17 domestic destinations. During the past sixty plus years, Ethiopian Airlines has become one of Africa's leading carriers, unrivalled for efficiency and operational success and has become one of Ethiopia's major industries and a veritable institution in Africa. It commands a lion's share of the pan African network including the only daily east-west flight across the continent.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., doing business as Aimia, a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2010, over 2 million rewards were issued to members including more than 1.4 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 800 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

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