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Take the Aeroplan Star Challenge to earn up to 16,500 Bonus Miles this Spring

MONTREAL, May 1, 2012 /CNW Telbec/ - Aeroplan today announced that members can earn more miles this spring during the "Aeroplan Star Challenge" promotion.

Starting today until May 28, 2012, members can earn up to 16,500 miles with Aeroplan's more than 150 partner brands when they shop with participating partners and collect Aeroplan Stars. Participating partners include but are not limited to: Air Canada, Avis, Delta Hotels & Resorts, Esso, Hilton Hotels & Resorts, Home Hardware, Star Alliance and more. Members can also earn when they shop online through Aeroplan eStore retailers such as: indigo.ca, Gap, Dell.ca, the Shopping Channel and more.

"We're excited to offer our members more ways to earn miles faster this spring," said David Klein, Vice President, Innovation & Marketing, Aeroplan. "Members can earn extra Bonus miles just for making a purchase and showing their Aeroplan Card and members who have an Aeroplan affiliated financial card will get an additional 5 Stars to get them started."

HOW TO PLAY:

- Members earn Aeroplan Stars by shopping and using the services of participating Aeroplan partners. (Don't forget to show or swipe your Aeroplan Card!)
- Retail partners such as Esso and Home Hardware - Earn 2 Stars per transaction;
- Non Air Travel partners such as Delta Hotels & Resorts and Avis - Earn 3 Stars per transaction;
- Airline partners Air Canada and all Star Alliance carriers - Earn 5 Stars per transaction.
- Aeroplan Members who have a cobranded financial card will get an additional 5 Stars to start them off but transactions with a cobranded card will not qualify for additional Stars.

How many Stars equal Aeroplan Miles?

- If a member reaches 35 stars = 1,500 Bonus Aeroplan Miles;
- If a member reaches 70 stars = 15,000 Bonus Aeroplan Miles;

For example, a member could earn:

Category:	Activity:	Transactions:	Total:
Aeroplan affiliated Financial Card Bonus Stars	If you have an Aeroplan affiliated financial card you already have a head start of 5 Stars	N/A	5 Stars
Regular errands	-Shop for groceries -Fill up at an Esso Station	3 3	12 Stars
Spring essentials	-Shop for home and garden at Home Hardware -Update your spring wardrobe through Aeroplan's eStore (www.aeroplan.com/eStore)	3 2	10 Stars
Gifts and treats	-Häagen-Dazs ice cream -Send Mother's Day flowers with FTD -New sunglasses with VEDI -Pamper yourself at the Spa	2 1 1 1	10 Stars
May long weekend	-Fly roundtrip with one stop each way -Book a hotel stay -Rent a car -Park at the airport -Tickets to events through Aeroplan's eStore	4 1 1 1 2	33 Stars
GRAND TOTAL			70 Stars = 16,500 Aeroplan Miles

For more information on the Aeroplan Star Challenge or a full list of participating partners, please visit: www.aeroplan.com/starchallenge.

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 2011, approximately 2.3 million rewards were issued to members including more than 1.5 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 1,000 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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A STAR ALLIANCE MEMBER

