



# AIR CANADA

[News Releases](#)

## Aeroplan Accessorizes with new Bentley Partnership

***More than 300 partner locations across Canada set to offer Aeroplan Miles***

MONTREAL, Aug. 7, 2012 /CNW Telbec/ - Aeroplan today announced it has entered into a multi-year agreement with Bentley, Canada's largest specialty retailer for luggage, handbags, backpacks and travel accessories. Bentley carries top brands such as: Samsonite, Swiss Gear, Air Canada, Mancini, Adidas, Reebok, Roots, JanSport, Tracker and more. This agreement will allow Aeroplan Members to earn Aeroplan Miles in an additional retail category at more than 300 stores across Canada including retail outlets in major shopping malls and airport locations.

Starting today, members will be able to earn 1 Aeroplan Mile for every \$1 spent on all eligible purchases on items such as luggage, handbags, backpacks, briefcases, sport duffle bags, wallets, and related accessories.

"We're excited to welcome Bentley, a well-known and respected Canadian brand to our growing roster of retail partners," said Kevin O'Brien, Chief Commercial Officer, Aeroplan. "This announcement is yet another stepping stone in Aeroplan's strategy to offer more opportunities to our members when it comes to earning Aeroplan Miles."

In addition, Bentley will exclusively fulfill Aeroplan's luggage portfolio on [aeroplan.com](http://aeroplan.com) in which members will be able to use their miles for Bentley products. Members will also be able to use their miles on Bentley gift cards. For details on these rewards, please visit [www.aeroplan.com/myrewards](http://www.aeroplan.com/myrewards).

To celebrate the launch of the partnership, Aeroplan Members can earn 3X the miles between August 12, 2012 and September 8, 2012 on instore purchases of \$50 or more.

For more information, please visit: [www.aeroplan.com](http://www.aeroplan.com).

### **About Aeroplan**

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., 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](http://www.aeroplan.com) or [www.aimia.com](http://www.aimia.com).

SOURCE: Aeroplan

For further information:

Christa Poole

Aeroplan

416-352-3745

[christa.poole@aimia.com](mailto:christa.poole@aimia.com)

---

A STAR ALLIANCE MEMBER

