

Aeroplan and Direct Energy Re-energize Partnership with Expanded Program and Bonus Miles for Members

Companies Donate 1 Million Aeroplan Miles to the Canadian Red Cross for their Water Safety Program

MONTREAL, Oct. 16, 2012 /CNW Telbec/ - Aeroplan, Canada's premier coalition loyalty program and Direct Energy, one of North America's largest energy and energy-related services providers, today announced that they have renewed their partnership, with new exciting offers. Aeroplan Members in Ontario can accumulate Aeroplan Miles with Direct Energy for protection plans, HVAC, duct cleaning and other services. Members in Ontario can earn anywhere from 1,000 to 5,000 Aeroplan Miles depending on the service enlisted through Direct Energy or up to 10,000 miles when they sign up for multiple products and services from Direct Energy. Members in Alberta can earn 2,000 miles for Electricity and 2,000 miles for Natural Gas when they switch to Direct Energy as their provider. To kick-off the launch of the renewed partnership, Direct Energy will be offering a double miles bonus on all products and services and up to 75,000 miles for new HVAC installations through the end of the year.

"We launched our partnership with Direct Energy in 2009 and we're excited to expand our relationship with Direct Energy to include additional services such as HVAC sales, duct cleaning, water heaters and more for our members in Ontario," said David Houston, Vice President, Partnerships, Aeroplan. "We look forward to working with Direct Energy to continue to develop the program."

Mileage earning opportunities in Alberta:

Service from Direct Energy	Regular Base Miles offer:	Miles offer + Bonus through December 31, 2012
Electricity	2,000 miles	4,000 miles
Natural Gas	2,000 miles	4,000 miles

Mileage earning opportunities in Ontario:

Service from Direct Energy	Regular Base Miles offer:	Miles offer + Bonus through December 31, 2012
Protection Plans	1,500 miles	3,000 miles
Chargeable services such as: Repairs and maintenance	2,000 miles	4,000 miles
Duct Cleaning	1,500 miles	3,000 miles
HVAC	37,500* miles (until December 31, 2012)	Up to 75,000 miles
	*5,000 miles as of January 1, 2013	N/A

Also, to celebrate the renewal of the partnership, Aeroplan and Direct Energy are each donating 500,000 Aeroplan Miles to The Canadian Red Cross Swim Program. 2012 has seen a raised concern for water safety in part due to an unusually hot summer. Related energy requirements for heating and cooling, as well as for community pools, make this an appropriate focus for this partnership. The Red Cross Swim program teaches 1.2 million Canadians how to swim each year and trains approximately 17,000 youth to be swim instructors. The Aeroplan Miles donated to the swim program will enable the Canadian Red Cross to bring together their trainers and master instructor to build their skills as the facilitators of the program as well as help bring together other volunteers in the Swim Program to better support the communities who offer the program across Canada.

"Direct Energy is excited to announce our continued partnership with Aeroplan and the expansion of the program to include additional products and services that now qualify for Aeroplan miles for new customers," said Peter Greene, Senior Director, Head of Partnerships for Direct Energy. "We're also very proud to partner with Aeroplan to donate a total of one million Aeroplan miles to the Canadian Red Cross Swim Program, as part of Direct Energy's *In the community* initiative that supports communities and organizations across North America."

For more information or to sign up to receive Direct Energy's services, please visit: www.directenergy.com/aeroplan.

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 or www.aimia.com.

About Direct Energy

Direct Energy is North America's largest provider of heating & cooling, plumbing and electrical services and a leading energy and energy-related services provider with over six million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in 46 U.S. states plus the District of Columbia and 10 provinces in Canada. To learn more about Direct Energy, please visit www.directenergy.com.

SOURCE: Aeroplan

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