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Aeroplan and Imperial Oil Renew Agreement - Members can continue to Earn Miles at Esso stations

MONTREAL, Oct. 17, 2012 /CNW Telbec/ - Aeroplan today announced the renewal of a multi-year agreement with Imperial Oil that will enable Aeroplan Members to continue earning Aeroplan Miles on the purchase of gas, car washes and convenience store items at more than 1,800 participating Esso-branded stations across Canada.

In addition, members can also redeem their miles on aeroplan.com for a \$50 or \$100 Esso Gift Card that can be used at any Esso retail location. Visit www.aeroplan.com/myrewards and click on 'Use your Miles' and 'Activities and Merchandise' for more details.

"We've enjoyed working with Imperial Oil for eight years now, providing our members with an opportunity to earn miles at the pump at Esso stations from coast to coast," said David Houston, Vice President, Partnerships, Aeroplan. "By extending our alliance, we have the opportunity to grow our relationship to new heights, drive further engagement with the Esso brand and the Aeroplan program through exciting promotional offers."

"Aeroplan continues to be one of the leading loyalty programs in Canada and we are delighted to continue this relationship and be able to offer Esso customers Aeroplan's extensive and exclusive reward options," said Andrew Mackay, Retail Manager, Fuels Marketing, Imperial Oil.

For more information or to check out special promotions throughout the year, please visit: 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 or www.aimia.com.

About Imperial Oil

Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. The company is a major producer of crude oil and natural gas, Canada's largest petroleum refiner, a key petrochemical producer and a leading marketer with coast-to-coast supply and retail service station networks.

SOURCE: Aeroplan

For further information:

Christa Poole
Aeroplan
416-352-3745
christa.poole@aeroplan.com

Public & Government Affairs
Imperial Oil
(403) 237-2710

A STAR ALLIANCE MEMBER

