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Aeroplan Adds Sparkle to the Program with New Birks Partnership

MONTREAL, Nov. 1, 2012 /CNW Telbec/ - Aeroplan today announced it has entered into a multi-year agreement with Birks, Canada's premier prestige jewellery brand and most respected designer, manufacturer and retailer of fine jewellery, timepieces and gifts. This agreement will enable Aeroplan Members to earn Aeroplan Miles in an additional retail category at more than 30 stores across Canada as well as through online shopping at www.birks.com. In addition, members can also earn miles through Birks Gold Exchange at www.birksgoldexchange.com.

Established in 1879, Birks offers a selection of prestige jewellery and timepiece collections. Packaged in the iconic blue box, presents from Birks are sure to always delight. Starting today, members will be able to earn the following:

- 1 mile for every \$1 spent on all products in 30+ stores and online at www.birks.com
- 2 miles for every \$1 of platinum, gold and silver sold online at birksgoldexchange.com

"The partnership with Birks is a natural fit for the Aeroplan program as our members are some of Canada's most discerning shoppers," said Kevin O'Brien, Chief Commercial Officer, Aeroplan. "Adding a partner like Birks helps Aeroplan focus on expanding our accumulation opportunities in the premium retail category and responds to our members' desire for upscale, high quality brands while linking to our exclusive 'Welcome to the Club' mission."

"We are thrilled to be joining the Aeroplan program, Canada's leading loyalty program," said Jean-Christophe Bédos, President and CEO of Birks & Mayors Inc. "Birks is known for its unparalleled customer service, and it is with much pride that we are now able to offer even more value to our clients around the country," he concluded.

In addition, Birks will exclusively fulfill the fine jewellery offering in Aeroplan's redemption portfolio on aeroplan.com where members can continue to use their miles for Birks products. Aeroplan will carry a wide selection of prestige items. For details on these rewards, please visit www.aeroplan.com/myrewards.

To celebrate the launch of the partnership, Aeroplan Members can earn 1,000 bonus miles on their purchase in store or online the first time they present their Aeroplan Card until December 31, 2012. In addition, members will earn 1 mile for every \$1 spent on all products in-store and online at www.birks.com.

For more information, 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 Birks

Birks & Mayors is a leading retailer with 58 luxury jewellery stores in Canada and the United States. The Company operates 31 stores under the Birks brand in most major markets in Canada and 24 stores under the Mayors brand in Florida and Georgia, two retail locations in Calgary and Vancouver under the Brinkhaus brand, and one retail location in Orlando under the Rolex brand. Birks was founded in 1879 and developed over the years into Canada's premier retailer, designer and manufacturer of fine jewellery, timepieces, silverware and gifts. Visit www.birks.com.

SOURCE: Aeroplan

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