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Aeroplan Welcomes Shenzhen Airlines as its Newest Travel Partner

MONTREAL, Nov. 29, 2012 /CNW Telbec/ - Aeroplan today announced the addition of Shenzhen Airlines to its roster of airline travel partners. Starting today, Aeroplan Members can accumulate and redeem Aeroplan Miles for travel with Shenzhen Airlines of China, bringing the total number of airline partners to 34.

"Bringing Shenzhen Airlines into the program is a great addition as we'll provide our members with more flight options for the international traveller," said David Houston, Vice President, Partnerships, Aeroplan. "We're very excited for this partnership as Shenzhen Airlines will help us to grow our member offer with more destinations across Mainland China, the southern part of China and neighbouring countries."

Shenzhen Airlines was founded in November 1992 and was the first Special Economy Zone in China and the pioneer of China's "Reform and Opening Up." Shenzhen Airlines is China's fifth largest airline with 111 aircraft, 3,290 weekly flights serving 64 destinations. In 2011, Shenzhen carried over 18 million passengers, became the partner of the 26th Universiade and launched Skytrax four-star ranking audit to continuously improve their service quality.

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.

SOURCE: Aeroplan

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