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Aeroplan Members can now earn more Miles on gas purchases at Esso Stations

MONTREAL, Jan. 8, 2013 /CNW Telbec/ - Aeroplan today announced that Aeroplan Members can now earn even more miles when they purchase Extra Grade gasoline and Supreme Grade gasoline and swipe their Aeroplan Card at more than 1,800 participating Esso stations across Canada.

Aeroplan Members currently earn:

- 1 mile for every \$3 spent on all eligible purchases including: regular gas, car washes and convenience store items

Starting today, Aeroplan Members will also earn:

- 2 miles for every \$3 spent on Extra Grade gasoline
- 3 miles for every \$3 spent on Supreme Grade gasoline

"Last October, we renewed our alliance with Imperial Oil and the Esso Brand to take our relationship to new heights. We're excited to now work with Imperial Oil to provide our members additional opportunities to earn even more miles on their gasoline purchases at Esso stations," said David Houston, Vice President, Partnerships, Aeroplan. "Aeroplan is always looking for ways in which we can strengthen the program and this is a great offer for members who drive vehicles that benefit from or require higher octane fuels."

In addition, members can also earn more miles when they use an Aeroplan-affiliated financial card to pay for their purchase at the pump or in store at Esso stations.

"We know that customers who purchase higher grades of gasoline will seek out retailers who provide added value. We hope that this enhancement to the loyalty offer will encourage members to further participate in the Aeroplan program and seek out Esso stations for their gasoline purchases," said Andrew Mackay, Retail Manager, 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 2012, approximately 2.4 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

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