



AIR CANADA

[News Releases](#)

Aeroplan Welcomes Premium Appliance Company Miele to the Program

Members can celebrate with an exclusive launch offer - 10,000 miles on all Appliances

MONTREAL, April 19, 2013 /CNW Telbec/ - [Aeroplan](#) today announced it has entered into an agreement with Miele, the world's largest family-owned and operated appliance company of high quality domestic appliances. This agreement will enable Aeroplan Members to earn Aeroplan Miles in an additional retail category of upscale, premium products available at [Miele.ca](#) and all authorized Miele Chartered Agents nationwide.

Each month, members can take advantage of new impressive mile offers on Miele appliance purchases. Visit the Earn Miles - Our Partners section on [aeroplan.com](#) for more details. Starting today until May 31st, members will be able to earn 10,000 miles on all qualifying appliances such as Miele Dishwashers, Laundry appliances & Cooking products. In addition, members who purchase Miele's CM5200 Barista freestanding coffee system will be able to earn 10,000 miles. The CM5200 Barista freestanding coffee system is also available in Aeroplan's redemption portfolio on aeroplan.com where members can use their miles for the product.

"We're thrilled to be adding Miele to the Aeroplan program. Miele has distinguished itself in the premium appliance market as a provider of world-class household products," said David Houston, Vice President, Partnerships, Aeroplan. "This relationship will enable our members to gain additional opportunities for earning Aeroplan Miles with an exclusive and renowned global brand."

Established in 1899, Miele offers sleek design, superior engineering and unparalleled service in its appliances. As the world's largest family owned and operated appliance company, Miele is committed to the highest quality, performance and environmental standards and has a wide selection of domestic products from built-in ovens, coffee systems, cooktops (gas, electric and induction), dishwashers, laundry products, vacuum cleaners and more.

"Our motto at Miele since our inception in 1899 is Immer Besser - the German for Forever Better. Beyond our world class products, we also continue to strive and deliver additional services and offerings that meet our consumers' needs and we strongly believe this partnership with Aeroplan will allow us to accomplish this," said Kelly Lam, Vice President of Marketing, Miele Ltd. "We feel that there are many synergies between both of our brands and at the end of the day, this partnership will benefit both of our consumers. We are extremely happy to join the Aeroplan family."

Stay tuned each month for more Miele products offering Aeroplan Miles.

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 2012, 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

For further information:

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