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Aeroplan and Teleflora Blossom with New Partnership

MONTREAL, May 1, 2013 /CNW Telbec/ - [Aeroplan](#), Canada's premier coalition loyalty company and Teleflora, the world's leading flower delivery service announced today an agreement that will enable Aeroplan Members to earn miles through flower purchases online at www.teleflora.com/aeroplan or through Teleflora's contact centre at 1-800-493-6512. Teleflora has more than 15,000 member florists that can deliver throughout Canada and the United States.

"We are thrilled to enter into this relationship with Teleflora and further expand the range of retail offers for our premium members," said David Houston, Vice President, Partnerships, Aeroplan. "Sending a floral arrangement is the perfect gift for every occasion throughout the year and this new partnership will allow our members a chance to earn even more miles when shopping for that special someone in their lives."

Starting today, members can earn 10 miles for every \$1 spent on any bouquet from Teleflora. In addition, to celebrate the launch of this partnership, Aeroplan Members can earn 150 bonus miles on each purchase until June 30, 2013.

"Teleflora is excited to collaborate with Aeroplan, Canada's premier coalition loyalty program," said Jeff Bennett, President, Teleflora. "Aeroplan understands customer loyalty and their premium members expect nothing but the best from their retail partners. Teleflora is the trusted national vendor for flower delivery and we are committed to offering customers the highest quality of floral arrangements delivered to your door fully-arranged, ready to enjoy."

For additional information, or to place an order, Aeroplan Members can visit: www.teleflora.com/aeroplan or call 1-800-493-6512.

About Teleflora

Teleflora is the world's leading flower delivery service connecting customers with the nation's best local florists for more than 75 years. All of Teleflora's flower arrangements are artistically arranged and hand-delivered in keepsake vases using only the freshest flowers available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 15,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including www.teleflora.com and www.findaflorist.com, and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

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

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