



AIR CANADA

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Air Canada Becomes Exclusive Airline Partner of Just for Laughs Montreal and Toronto International Comedy Festivals

MONTREAL, June 20, 2012 /CNW Telbec/ - Air Canada today announced it has signed a multi-year marketing agreement with the Just for Laughs Montreal International Comedy Festival and the Toronto Just for Laughs JFL42 festival. In addition to becoming the festivals' exclusive airline carrier for 2012 and 2013, Air Canada is now a major sponsor and the presenting partner of the International Series in Montreal, and the co-presenter in Toronto.

"We are proud to announce Air Canada is now the exclusive airline partner of the Just for Laughs Montreal International Comedy Festival and the Toronto JFL42 bringing international talent from as far as Australia to take part in these world renowned events," said Craig Landry, Vice President, Marketing at AirCanada. "Air Canada is active in the communities we serve through our support of a wide range of sports, arts and cultural activities. We are looking forward to enjoying a beneficial and positive relationship with these festivals over the next years."

Air Canada is Canada's largest domestic and international airline serving more than 175 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and in 2011 served more than 33 million customers. Air Canada provides scheduled passenger service directly to 59 Canadian cities, 56 destinations in the United States and 63 cities in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,290 destinations in 189 countries. Air Canada customers can collect Aeroplan miles for future rewards through Canada's leading loyalty program, and Top Tier members enjoy reciprocal frequent flyer benefits including lounge and priority services.

In 2011, Air Canada was ranked Best International Airline in North America in a worldwide survey of more than 18 million airline passengers conducted by independent research firm Skytrax. Also in 2011, readers of *Global Traveler* magazine voted Air Canada "Best Airline in North America," and readers of *Business Traveler* voted Air Canada "Best North American Airline for International Travel" and "Best In-Flight Services in North America." In the annual Ipsos Reid Business Traveller Survey, Air Canada was named "Canada's Favourite Airline for Business Travel." AirCanada was preferred by 73 per cent of Canadian business travellers surveyed for 2011, the third consecutive year of improvement in Air Canada's ratings in the national survey. For more information on Air Canada visit aircanada.com and follow @AirCanada on Twitter and Facebook.

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A STAR ALLIANCE MEMBER

