



AIR CANADA

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Air Canada to offer greatest shows on earth... and in the skies - Expanded In-Flight Entertainment Debuts with Oscar Winning Films beginning in April

MONTREAL, April 2 /CNW Telbec/ - In a first for Canadian airlines, Air Canada customers will now be able to start watching movies and enjoy other on-board entertainment from the moment they take their seats on the aircraft up to the time they disembark.

"Air Canada already offers industry-leading in-flight entertainment with hundreds of hours of movies, television programs and music available on demand through our seatback in-flight entertainment system. Now, with the approval of the Canadian government, we can begin safely offering this amenity before and during take-off and while landing so that our customers can enjoy the greatest shows on earth, and not just in the skies," said Louise McKeven, Senior Director Product Design - Marketing, at Air Canada. "The increased availability of our in-flight entertainment will make flying even more fun and pleasurable for our customers, not least by reducing the likelihood they will be left hanging by having the flight end before their program is over."

The expanded service takes effect beginning in April and coincides with a stellar new monthly movie line-up. A parade of Oscar winners will make their in-flight debut aboard Air Canada, including *Slumdog Millionaire*, named best picture at the 2009 Academy Awards, as well as *The Reader*, *Frost/Nixon*, *Milk*, *The Curious Case of Benjamin Button*, *Doubt*, and *The Class*. Movie buffs who have already seen these films can choose from a wide range of other movies or hundreds of hours of TV programming, including the HBO hits *Big Love*, *Entourage* and *True Blood*. There is also digital audio entertainment offering more than 100 CDs, including Bruce Springsteen's new album, *Working on a Dream*.

For passenger safety, some restrictions apply. Customers will be able to use Air Canada's in-flight entertainment system to watch movies, television shows or listen to music immediately upon boarding. However, under safety protocols approved by Transport Canada, passengers will be required to use only "ear bud" type headsets. As well, in order that programs can be interrupted for safety messages and other information, use of personal entertainment devices, such as ipods, will only be allowed once the aircraft is in-flight and the captain has granted permission.

Air Canada provides all customers with a personal entertainment system at each seat back on board all its aircraft. The digital quality audio and video on-demand system offers a choice of films, TV shows and CDs totalling over 300 hundred hours of entertainment. Visit the enRoute website for complete inflight entertainment listings: www.enroute.aircanada.com/en/entertainment

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 14th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2008, the readers of *Business Traveler* magazine voted Air Canada "Best In-Flight Services in North America," "Best Airline for Business Class Service in North America" and "Best North American Airline for International Travel."

For further information:

For further information: Isabelle Arthur (Montréal), (514) 422-5788;
Peter Fitzpatrick (Toronto), (416) 263-5576; Angela Mah (Vancouver), (604) 270-5741; aircanada.com

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