



# AIR CANADA

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# Air Canada announces executive realignment

- Marc Rosenberg to retire after 37 years with the airline
- Claude Morin appointed Vice-President, Global Sales
- Lise-Marie Turpin appointed General Manager, Air Canada Cargo

MONTREAL, Aug. 11 /CNW Telbec/ - Air Canada today announced the appointment of Claude Morin as Vice President, Global Sales. Mr. Morin, who is currently President and Chief Executive Officer of Air Canada Cargo, succeeds Marc Rosenberg, Vice President, Sales and Product Distribution, who will be retiring from Air Canada this fall after a career spanning five decades with the airline. Mr. Morin will report directly to Ben Smith, Executive Vice President and Chief Commercial Officer, and in this newly defined position will be responsible for all aspects of sales and product distribution for the airline on a global basis. He will be based in Montreal.

"Claude has made a strong contribution to the airline as head of Air Canada Cargo and I am very pleased that he has accepted the challenge of leading the global sales team at Air Canada," said Montie Brewer, President and Chief Executive Officer. "His proven leadership skills coupled with his commitment to customer relationship management makes him the right candidate for this key position as the airline continues to innovate the way it sells and distributes its product."

"That Air Canada is recognized as the industry leader in sales and the use of new technologies is a tribute to Marc Rosenberg," said Mr. Brewer. "Marc has held more than a dozen increasingly responsible positions with Air Canada following his first summer job with the airline in 1967 and then joining the company in 1972. Since becoming Vice President, Sales and Product Distribution in 1996, Marc has driven an overhaul of our sales and distribution systems, modernizing them to make them more efficient and effective while building our relationship with the travel agent community, which voted Air Canada its favorite airline in the influential 2007 Agents' Choice Award for Canadian travel agents. We will miss Marc's dynamic leadership but he leaves behind a tremendous legacy for the company to build upon."

Claude Morin was appointed President and Chief Executive, Air Canada Cargo in December 2004. From March 2000 until December 2004, he was Vice President Cargo, Air Canada, responsible for all aspects of the airline's cargo activities. Since joining Air Canada in 1985, Mr. Morin has held a number of senior management positions including General Manager, France, responsible for passenger sales and operations functions from 1992 - 1994. In September 1994, he returned to Canada and was appointed Senior Director, Passenger Sales, responsible for all sales generated through the agency distribution network in North America.

Lise-Marie Turpin, currently Senior Director, Cargo Services, Americas/South Pacific, is appointed General Manager, Air Canada Cargo with responsibility for all aspects of the airline's cargo activities, reporting directly to Ben Smith.

These changes are both effective September 1, 2008.

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