



AIR CANADA

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Air Canada launches travel assistance service for customers affected by unexpected travel disruptions; first airline to offer comprehensive service option

MONTREAL, April 2 /CNW Telbec/ - In an industry first, Air Canada today became the first airline to offer a comprehensive travel assistance service for customers affected by flight delays or travel disruptions beyond the control of airlines. The new service, called "On My Way," provides customers with speedy phone access to specially trained Air Canada customer service agents who will provide travel and accommodation solutions for customers whose plans have been disrupted by factors such as adverse weather conditions or airport and air traffic delays. Not only will Air Canada find alternate flights on Air Canada or other airlines but, if required, the airline will provide complimentary hotel accommodations and meals. Air Canada's "On My Way" service goes far beyond standard industry practice of assisting customers affected by schedule changes within the airline's control.

Air Canada's 'On My Way' optional assistance service brings peace of mind for only \$25 for short-haul flights (up to 1609 km / 1000 miles) or \$35 for long haul flights (1610 or more km / 1001 miles), each way (\$CAD or \$USD). The carrier's branded fares that allow customers to customize their travel experience from a menu of à-la-carte options have been expanded to include this new travel assistance service. "On My Way" travel assistance is available for all Air Canada and Jazz-operated flights within Canada as well as to and from the United States (including Hawaii and Alaska). Further details are available at www.aircanada.com/onmyway.

"We know how frustrating it can be when travel plans are disrupted by factors beyond the airline's control, such as bad weather or airport and air traffic delays. With the introduction of 'On My Way,' Air Canada is going beyond what other airlines offer," said Ben Smith, Executive Vice President and Chief Commercial Officer. "'On My Way' service gives customers peace of mind knowing they will have access to dedicated customer service agents who will assist them to get them on their way more quickly and smoothly when these situations occur. The addition of 'On My Way' to our à-la-carte fare options lets customers customize their journey - not just selecting a destination, but determining how they want to travel by choosing to pay for just the options that best meet their needs. Air Canada is committed to constantly innovate, using technology to put control back in the hands of customers as we seek ways to simplify the travel experience."

Air Canada customers who opt for "On My Way" travel assistance will receive dedicated phone access around-the-clock to specially trained Air Canada customer service agents who will, in the event of a flight disruption at any time within 48 hours of scheduled departure: rebook the customer on the first available flight on Air Canada, Jazz or another airline, arrange complimentary hotel accommodations, car rental or other ground transportation, and provide for complimentary meals. In addition, Air Canada will send automatic flight information updates by SMS text and email that include terminal, gate and connecting flight details.

About Air Canada

Air Canada and Air Canada Jazz operate more non-stop flights within Canada and to the United States than any other airline. Within Canada, the carriers operate more than 1,000 non-stop flights per day on over 130 routes to and from 63 airports. Between Canada and the United States, the carriers operate more than 440 non-stop flights per day on over 90 routes to and from 55 U.S. and seven Canadian destinations.

Air Canada was ranked in 2007 as the "Best Airline in North America" for the second time in three years in an independent passenger survey of 14 million air travellers conducted by Skytrax. In addition, Air Canada was recently voted 'Best Airline in North America' and 'Best Airline in Canada' by the readers of Global Traveler magazine, and 'Best Business Class to Canada' by the readers of Business Traveler magazine. In 2007, Air Canada was recognized by the editors of Air Transport World as the airline industry leader in market innovation, specifically Air Canada's success in implementing an innovative and transparent pricing structure, its effectiveness in using online technology to meet consumers' needs and its fleet-wide renewal with a consistent, market-leading onboard product among North American airlines.

Montreal-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 with a fleet consisting of 335 aircraft. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network.

For further information:

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