



AIR CANADA

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Air Canada invites westerners to take several bites of 'the Big Apple' with its New York Weekender Pass for Western Canada

MONTREAL, March 20/CNW Telbec/ - Air Canada is making it easier and more attractive than ever for Western Canadians to experience the excitement of New York City with its multi-trip New York Weekender Pass special promotion.

"Visitors always leave New York City wanting more and, with Air Canada's special New York Weekender Pass for Western Canada, it is now affordable and convenient to make multiple trips during the year to this exciting destination from Vancouver, Edmonton and Calgary and enjoy the flexibility and convenience of our popular Pass products. Air Canada offers more travel options for Western Canadians travelling to New York than any other airline, including the most flight frequencies and the choice of the three major airports serving the city," said Charles McKee, Vice-President, Marketing. "In addition, Air Canada has arranged through its exclusive Canadian partnership with NYC&Co, New York City's tourism office, to provide special rates on hotel, dining, ground transport and entertainment while in New York."

The New York Weekender Pass is for sale until May 31, 2008 and valid for travel for one full year from date of purchase. It is available in packages of four flights (two return trips) for one person for \$899 or eight flights (four return trips) for two people for \$1,798 and prices include all fees, surcharges and taxes except GST. The New York Weekender Pass for Western Canada covers travel on Saturday, Monday and Tuesday on direct and connecting flights between the cities of Vancouver, Edmonton and Calgary and New York's LaGuardia Airport, John F. Kennedy International Airport and Newark Liberty International Airport.

Air Canada and its regional affiliate Jazz operate 84 flights a day to the New York City region from Canada, more than any other carrier. This includes daily, non-stop service year-round from Vancouver and Calgary to John F. Kennedy International Airport. Starting June 16, 2008, Air Canada will commence daily, non-stop service year-round from Calgary to Newark Liberty International Airport, with the only Executive Class product available on a daily, year-round basis. Air Canada also offers convenient and frequent connections to New York through Toronto and Montreal from Western Canada.

Customers booking hotel accommodations online at www.aircanada.com can also make significant savings while in New York. The site offers competitive hotel room rates - including a lowest price guarantee when booking "Best Value" hotels online - double Aeroplan Miles for stays of three nights or more, and a five per cent discount on sedan and shuttle services, dining, about-town activities and tickets for shows and events. In addition, there is a Spring Sale with 30 per cent off select hotels between March 20 and August 31, 2008, on bookings completed by May 31, 2008. A summer sale features savings of up to 25 per cent off hotel stays, depending on duration.

Learn more about these special offers and the growing family of Air Canada's Flight Passes on our website.

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 131 routes to and from 63 airports. Between Canada and the United States, the carriers operate more than 440 non-stop flights per day on 92 routes to and from 55 U.S. and seven Canadian destinations - the most of any carrier between Canada and the United States.

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.

About NYC & Co.

NYC & Company is the official marketing and tourism organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information please contact www.nycvisit.com.

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