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Air Canada announces executive appointments

MONTREAL, May 23 /CNW Telbec/ - Air Canada President and Chief Executive Officer, Montie Brewer, today announced two executive appointments in the airline's Commercial Division.

"With the key elements of our new revenue model in place and working successfully, we are realigning responsibilities in the Commercial Division as we embark upon the next stages of our business strategy," said Mr. Brewer.

Sean Menke, formerly Executive Vice President and Chief Commercial Officer, will become Executive Vice President, Commercial Strategy. In his new role, Mr. Menke will focus on long-term commercial strategy, including distribution and the implementation of the airline's new Polaris reservation management system. Benjamin Smith, formerly President and Chief Executive Officer, Air Canada Vacations (ACV), is appointed Executive Vice President, Commercial, and will assume Mr. Menke's current responsibilities.

"Sean Menke's leadership has been key to the commercial group's groundbreaking work in re-inventing our business model. This realignment allows him to remain focused on its evolution as we move from design to final implementation of Polaris. Sean's previous experience in managing the transition of an airline reservation system makes him ideally-suited to lead this important project," said Mr. Brewer.

"Ben Smith's return to the Commercial Division following a successful period at ACV will enhance our ability to pursue our strategic direction. Ben demonstrated during his tenure at ACV that he is a strong leader and talented innovator, particularly with respect to generating new revenue and customer-focused products in a dynamic marketplace. Ben has the right background and proven management skills to build on the foundation of the new revenue model that has put Air Canada at the forefront of the global airline industry," said Mr. Brewer.

Mr. Smith will be responsible for all commercial aspects of Air Canada's worldwide operations, including marketing, sales, network planning, brand, research and product development, international affairs, alliances and Jetz, the carrier's specialty charter service. Prior to his appointment as President and CEO of ACV in January 2006, he was Vice President Network Planning, Air Canada, responsible for the network planning, scheduling and revenue management functions of Air Canada and Jazz. Mr. Smith joined the airline in 2002 as Managing Director, Tango, cornerstone of Air Canada's successful branded fare strategy.

Both Mr. Menke and Mr. Smith will report directly to Mr. Brewer and the appointments are effective May 22, 2007.

For further information:

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

A STAR ALLIANCE MEMBER 