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Aeroplan's Arrival Magazine Now Online - Site features inspiring travel ideas, trends in arts and culture, reward merchandise, member testimonials and program tips

MONTREAL, May 20 /CNW Telbec/ - Aeroplan today announced that its magazine, Aeroplan Arrival, will now be available online at www.aeroplan.com/arrival to provide all members and prospective members with access to fresh ideas on travel and rewards.

Building on the print version, the online magazine will feature work by top Canadian and international writers, photographers and illustrators in a fun and engaging format. In keeping with members' top interests, travel content will be a focus with insightful and informative articles that report on the next hot travel destinations. Profiles of leading-edge figures in art and design will be included, along with exciting new rewards in the Aeroplan program.

"Over its 25 year history, Aeroplan has continuously looked for ways to develop and enhance the program for our members," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness, Aeroplan. "The print version of Aeroplan Arrival was launched in fall 2008 to not only raise awareness of Aeroplan's expanding loyalty program but to provide a quality publication that truly reflects our members: urban travelers who continually seek more out of life. We are bringing our popular magazine online to provide all of our members with the opportunity to learn about unique tips and tricks to accumulate and redeem Aeroplan Miles and read up on the latest travel, lifestyle and culture trends."

Articles from the first three issues of Aeroplan Arrival will be available online as well as new content designed to further inspire and educate current and future members on the Aeroplan program.

Highlights include:- Miles@Play - A section designed to be a fun, interactive, member-oriented collection of articles and information on how members can make the most of the Aeroplan program

- Multiply Your Miles - A focus on easy-to-apply tips that will help members accumulate more miles faster (e.g., earning miles in three different ways on a single transaction)
- In Person - Designed as a member tips exchange; members will be encouraged to send in their testimonials and ideas on how they use the program
- Partners in Play - Profiles of Aeroplan partners and offers (e.g., Air Canada's Europe Pass, which allows consumers to take multiple trips to Europe with one purchase)
- Good Works - Articles on Aeroplan's engagement with community and social causes and how members can use their miles to make a difference in their communities and globally (e.g., Articles on Aeroplan's Green it Up program or Beyond Miles program)

The May edition of the print magazine will celebrate Aeroplan's 25th anniversary with a timeline comparing Aeroplan's history to other global milestones, along with fun facts and exclusive member testimonials reflecting on the past 25 years. A letter from Aeroplan President Vince Timpano kicks off the celebration.

In early 2008, Aeroplan partnered with Redwood Custom Communications, one of North America's leading custom publishers, to develop Aeroplan Arrival as a print - and now online - magazine. "We are extremely excited that our partnership with Aeroplan has now evolved to include the Arrival online content program," said Joseph Barbieri, SVP Marketing & Business Development. "It is also especially gratifying to participate in Aeroplan's 25th anniversary celebrations."

For more information or to read Aeroplan Arrival, please visit: www.aeroplan.com/arrival.

About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 70 world-class partners, representing more than 150 brands in the financial, retail and travel sectors.

In 2008, over 2 million rewards were issued to members including more than 1.5 million round-trip flights on Air Canada and Star Alliance carriers, which together offer travel to more than 900 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.groupeaeroplan.com or www.aeroplan.com.

About Redwood Custom Communications

Redwood creates branded communications programs using the power of editorial to build meaningful customer relationships and to drive our clients' marketing objectives. Redwood has offices in Toronto and New York and is part of Transcontinental Inc's Marketing Communications Sector. Redwood's North American clients include Procter & Gamble, The Home Depot, Canadian Automobile

Association (CAA), Frito Lay, Sears, Sobeys, The Principal Financial Group, Rexall, Mazda International, Aeroplan, Bank of America and more.
For more information about Redwood, please visit:
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