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TAM Airlines Joins Aeroplan as New Travel Partner

MONTREAL, April 27 /CNW Telbec/ - Aeroplan today announced the addition of Air Canada's partner TAM Airlines (TAM) to its growing roster of travel partners. Effective April 28, 2009, Aeroplan Members can accumulate Aeroplan Miles for travel with TAM Airlines of Brazil, bringing the total number of airline partners to 32. Aeroplan Members will be able to redeem miles for TAM flights shortly thereafter.

TAM, a future Star Alliance partner, has been the leader in the Brazilian domestic market since July 2003, closing March 2009 with a 49.3% domestic market share. Among Brazilian airline companies operating international flights, TAM's market share was 86.8% in March. The company operates regular flights to 42 destinations throughout Brazil and it serves a total of 79 different cities in the domestic market through regional alliances. Its overseas operations include direct flights to 18 destinations in the United States, Europe and South America.

"We're thrilled to be adding TAM Airlines as a partner, providing Aeroplan Members with even more flight accumulation and redemption opportunities," said Craig Landry, Senior Vice President, Partnerships and Rewards, Aeroplan. "South America is a popular destination for our members. In 2008 alone, Aeroplan issued more than 3,500 reward flights to Brazil and over 13,000 reward flights to South America."

Paulo Castello Branco, TAM's Commercial and Planning Vice President, confirms that the partnership with Aeroplan will bring immediate benefits to passengers. "The partnership of TAM Fidelidade Program with Aeroplan strengthens our strategy of Service Excellence, one of the three pillars upon which the company bases its performance, along with Technical-Operational Excellence and Excellence in Management", said Castello Branco.

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 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.

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A STAR ALLIANCE MEMBER

