



# AIR CANADA

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## More than 25 Aeroplan Partners Launch Bonus Miles Offers this Spring

Aeroplan provides tips to earn miles faster. MONTREAL, March 23 /CNW Telbec/ - As part of Aeroplan's 25th anniversary celebrations, Aeroplan today announced that members can earn extra miles this spring during a special spring promotion from March 23 - May 3, 2009. Aeroplan Members can take advantage of new bonus offers from more than twenty-five participating partners, like Air Canada, Esso, Home Hardware, Hilton family of Hotels, Hyatt Hotels & Resorts, Avis, Primus and more. In addition, members can also win one of 42 prizes of 25,000 Aeroplan Miles, with the Everyday Miles Giveaway contest.

In addition to the regular miles you can earn with these Aeroplan Partners, the spring bonus offer includes:

Air Canada	Earn up to 15,000 Bonus Aeroplan Miles on flights within Canada and between Canada and the Continental USA/Hawaii
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Avis	Earn 500 Bonus Aeroplan Miles on qualifying vehicle rentals of 3 consecutive days or more
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CIBC AeroMortgage	Earn 15,000 Aeroplan Miles today, thousands more and cash back
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Direct Energy	Earn thousands of Aeroplan Miles for every Direct Energy service
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Esso	Earn 50 Bonus Aeroplan Miles when you spend over \$200 at Esso
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Hilton Family of Hotels	Earn Double Aeroplan Miles when you stay at a participating Hilton Family hotel in Canada
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Home Hardware	Earn 100 Bonus Aeroplan Miles on your first purchase of \$100 or more at any Home store
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Hyatt Hotels & Resorts	Earn up to 20,000 Bonus Aeroplan Miles when you stay at Hyatt hotels or resorts worldwide
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Primus	Earn 15,000 Bonus Aeroplan Miles when you activate a new Primus Home Phone service on plans starting at just \$29.95/month
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Sobeys	Join Club Sobeys to earn Aeroplan Miles on your everyday grocery purchases
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Tropicana Tropics	Earn 50 Bonus Aeroplan Miles when you successfully deposit 4 unique PINS from participating Tropicana Tropics juice blends in the same transaction
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For a complete listing of the spring bonus offers, and to enter the Everyday Miles Giveaway contest, visit: [www.aeroplan.com/everyday](http://www.aeroplan.com/everyday).

"Our partners tend to use loyalty programs to stimulate purchase behaviour and in tough economic times, consumers become even more concerned about value and more diligent about accumulating miles," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness, Aeroplan. "One way to earn miles faster is for members to watch for the special promotions that our more than 70 partners are offering all the time. We always have a list of current promotions on [aeroplan.com](http://aeroplan.com). Right now and throughout spring, consumers can benefit from some really great bonus mile offers from many of our partners."

Ms. Bourget offers these additional tips to double and triple the number of Aeroplan Miles earned:

### Double dipping

1. Buy from or use any Aeroplan Partner.
2. Upon purchase, swipe your Aeroplan Reward Card or provide your Aeroplan number to earn Aeroplan Miles once.
3. Pay with your Aeroplan affiliated financial card to earn miles again.

### Triple dipping

You can earn miles three times on the same purchase when you book a selected flight at [aircanada.com](http://aircanada.com) or book your hotel stay or car rental through the Aeroplan eStore ([www.aeroplan.com/estore](http://www.aeroplan.com/estore)), our online shopping portal which features over 100 top retailers in 13 categories.

To earn miles three times when you book a selected flight at [aircanada.com](http://aircanada.com)

1. Provide your Aeroplan number to earn Aeroplan Miles when you purchase a flight at [aircanada.com](http://aircanada.com).
2. Pay for your purchase with your Aeroplan affiliated financial card to earn miles again.

3. Earn Aeroplan Miles from the Airline Partner on the distance you fly.

To earn miles three times when you book your hotel stay or car rental through the Aeroplan eStore.

1. Visit the Aeroplan eStore to select a hotel or car rental partner and earn miles for your online booking.
2. Pay for your purchase with your Aeroplan affiliated financial card to earn miles again.
3. Earn more miles from the Aeroplan Hotel Partner or Car Rental Partner by providing your Aeroplan number to them.

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](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

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