



# AIR CANADA

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# Aeroplan Expands into Local Markets through New Partnership with The Futura Loyalty Group

More than 25 new merchants and service providers set to offer Aeroplan Miles

MONTREAL, Feb. 5 /CNW Telbec/ - Aeroplan today announced it has entered into a multi-year agreement with The Futura Loyalty Group Inc. ("Futura") that will enable Futura to offer Aeroplan Miles to small and mid-size retailers and service providers across Canada. Since signing the agreement, Futura has contracted more than 25 new businesses who will offer Aeroplan Miles to customers and many more have shown interest.

This partnership builds on Aeroplan's strategy to expand its already strong roster of national partners with select businesses in local communities. Today, Aeroplan's millions of members can earn Aeroplan Miles with over 70 partners, representing more than 150 brands in the financial, retail, and travel sectors.

"Our partnership with Futura will enable Aeroplan to broaden the reach of our program in local neighbourhoods from coast to coast, offering members more options to earn miles close to home with a number of new categories, such as home furnishings, health and fitness, landscaping, catering and business services," said Vince Timpano, President, Aeroplan. "This also provides local merchants with a compelling opportunity during these challenging economic times to incentivize new and existing customers to do business with them."

Working closely with Aeroplan, Futura will acquire and manage the new local business relationships. Futura will use its card "swipe" point-of-sale terminal solution or the new web-based Mile issuance solution jointly created with Aeroplan to execute these relationships.

"We are very excited to be partnering with a market leader like Aeroplan," said Mark Farrell, President and Chief Executive Officer, The Futura Loyalty Group Inc. "There are thousands of successful small to mid-size businesses in Canada that can benefit from using Aeroplan Miles to attract new customers and reward existing ones."

Through the joint development of the web-based Mile issuance solution with Futura, Aeroplan expands its robust suite of Aeronote Program solutions that companies can use to offer Aeroplan Miles to their customers. The Aeronote Program allows businesses to offer Aeroplan Miles for consumer incentive programs, B2B programs and general promotions in categories such as packaged goods, media and entertainment, telecommunications and automotive. In addition, Aeroplan offers businesses the opportunity to use Aeroplan Miles for manufacturer, distributor and employee incentive programs through its partnership with Pareto Corporation and the Elevate Incentives business.

For more information on Futura's merchant offering as well as a listing of recently launched partners, please visit: [www.TFLG.ca](http://www.TFLG.ca).

## 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 approximately 975 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).

## About The Futura Loyalty Group Inc.

The Futura Loyalty Group offers small and mid size businesses in the retail and service sectors access to three different national coalition loyalty programs: Futura Rewards, Aeroplan(R) and StudentSaver, enabling businesses to cost-effectively reward specific customer groups for their business.

Futura is publicly traded on the Venture exchange under the symbol FUT.  
For more information, visit [www.TFLG.ca](http://www.TFLG.ca).

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