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Aeroplan Announces Enhancements to Online Booking Capabilities and Changes to Flight Reward Fees

MONTREAL, Nov. 14 /CNW Telbec/ - Aeroplan today announced changes to the fees related to flight reward bookings, in addition to a number of online enhancements that will be introduced on aeroplan.com throughout 2009.

Aeroplan is simplifying the fee structure associated with its flight reward change and refund fees. Starting today, the refund fee will decrease to \$90 from \$135. As of February 1, 2009, the fee for changing a flight reward will increase to \$90 from \$55. All fees are per person, per flight reward ticket.

In addition, a number of enhancements will be made to aeroplan.com in 2009 that will offer members more choice, greater flexibility, ease of use and robust self-service functionality, including:- Greater access to desired itineraries, by giving members the flexibility to select outbound and inbound flights separately to easily build the exact itinerary they want;

- Simplified access to Star Alliance flight reward options in addition to the ClassicFlight and ClassicPlus flight rewards, making it easier for members to see all of the options available to them at a glance;

- Enhanced alternate destinations functionality that is more relevant to the member's original desired destination;

- Enhanced itinerary comparison functionality that will allow members to more easily compare selected itineraries by displaying them in a clear grid format, where all information will be displayed side-by-side."Aeroplan is committed to continually enhancing our website to respond to members who want to do more online when it comes to booking reward travel," said Sylvie Bourget, Senior Vice President Marketing & eBusiness, Aeroplan. "Over the last few years, Aeroplan has invested several million dollars in aeroplan.com. As a result, more and more members are using the online channel to book their flight rewards and we want to provide them with the option of doing even more online."

About Aeroplan

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 2007, almost 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.aeroplan.com.

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