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Aeroplan and Direct Energy to Offer Canadians Miles for Natural Gas and Electricity

MONTREAL and TORONTO, Nov. 13 /CNW Telbec/ - Aeroplan and Direct Energy, one of North America's largest energy and energy-related services provider, today announced a multi-year partnership that will allow Aeroplan Members to accumulate Aeroplan Miles with Direct Energy's natural gas and electricity price protection plans in British Columbia, Alberta and Ontario.

In early 2009, Aeroplan Members will be able to earn miles when they enroll in natural gas and electricity contracts with Direct Energy. Depending on the energy products they purchase, members may be entitled to earn anywhere from 2,500 - 10,000 miles upon registering for a multi-year contract.

More details on the offer will be made available closer to the launch date. Additional opportunities to earn Aeroplan Miles with Direct Energy may also be developed as the program evolves.

Direct Energy offers fixed priced energy plans that protect consumers from volatile energy markets. Both natural gas and electricity plans are available in Alberta and Ontario. In B.C., Direct Energy offers natural gas plans.

"Aeroplan is pleased to partner with one of Canada's largest energy providers to give our members another opportunity to earn miles with an essential service," said Vince Timpano, President, Aeroplan. "Members can use the miles they earn towards travel and merchandise rewards or even a carbon offset reward equivalent to offsetting 3.2 tonnes of greenhouse gases - approximately six months of home energy use for an average family."

"Direct Energy is always looking for ways to provide additional value to our customers," said Clinton Roeder, Senior Vice President, Direct Energy. "This partnership gives consumers the benefit of earning Aeroplan Miles while managing their energy costs with one of our many natural gas or electricity plans, including carbon-neutral and green energy options."

Aeroplan Members can find more information and sign up to receive Direct Energy's services by visiting www.directenergy.com/aeroplan, or by calling 1-877-376-1445 in British Columbia, 1-866-374-6299 in Alberta or 1-800-348-2999 in Ontario.

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.

About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in 22 states plus DC and 10 provinces in Canada. To learn more about Direct Energy, visit

www.directenergy.com.

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