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Aeroplan 'Greens it Up' with Go Carbon Neutral Contest

Aeroplan Members encouraged to offset their carbon footprint for a chance to win 50,000 Miles

MONTREAL, Nov. 7 /CNW Telbec/ - Aeroplan today announced an opportunity for members to win 50,000 Aeroplan Miles simply by choosing to offset a flight or their everyday activities. Aeroplan Members can either use their miles to offset when completing a flight reward booking online or redeem their miles for carbon offset credits through Aeroplan's online Activities and Merchandise catalogue.

The "Go Carbon Neutral" contest runs until December 31, 2008 and allows each eligible member who offsets an automatic entry towards the grand prize of 50,000 Aeroplan Miles. The winner could use the miles towards travel or hundreds of exciting merchandise and experiential rewards, in addition to eco-friendly rewards, such as:- Carbon offset Credits - For 7,500 Miles, you can offset 3.2 tonnes of greenhouse gases, equivalent to approximately: one transcontinental 2-way flight; one year of driving a small car; or six months of home energy use for an average family.

- Freeplay Summit Compact Multi-band radio (self sufficient energy technology guaranteeing music anytime) - 12,500 Miles
 - DreamSacks - 100% Bamboo Queen Size Sheet set - 24,500 Miles
 - iGo Electric Scooter - Zoom GT - 156,000 Miles
- For a complete listing of rewards, visit: www.aeroplan.com/mrch/.

"At Aeroplan, we believe that everyone can do their share to reduce their environmental impact. To date, we have offset 100 per cent of our corporate carbon footprint - including the energy and fuel use from Aeroplan offices and vehicles along with emissions from corporate air travel," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness. "We hope that this contest encourages members to take action and offset the emissions generated by their travel and everyday activities and help make a difference in greening up the world."

As a part of the Green it Up program launched in December 2007, Aeroplan created the Carbon Offset Program to allow members to offset their flight rewards or their everyday activities using Aeroplan Miles. Aeroplan matches all miles redeemed for carbon offset credits by 20 per cent and transfers the total sum to the Carbon Reduction Fund, an independent, non-profit organization with the mission of funding only the highest-quality offset projects. (www.carbonreductionfund.com)

For more information about Aeroplan's Go Carbon Natural contest, please visit: www.aeroplan.com.

About Aeroplan and the environment

In December 2007, Aeroplan launched its Green it Up program to provide realistic and accessible green living initiatives for its employees, partners and members. It's comprised of several programs that focus on reducing one's carbon footprint - A carbon offset program which allows our members to offset their flight rewards and even everyday activities using Aeroplan Miles, Eco-friendly rewards available through the Activities and Merchandise section of Aeroplan.com and Aeroplan has also introduced internal "Do not print" and enhanced recycling services. Aeroplan employees are rewarded for choosing public transit to get to work and have the opportunity to donate some of their paid work time to environmental causes. To date, Aeroplan has offset 100 per cent of its corporate carbon footprint.

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.

For further information: Christa Poole, Aeroplan, (416) 352-3745, christa.poole@aeroplan.com

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