



# AIR CANADA

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## Groupe Aeroplan Appoints New Business Heads

MONTREAL, Oct. 22 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) announced today a set of organizational changes, including the appointment of Vince Timpano as Executive Vice President, Groupe Aeroplan and President, Aeroplan-Canada, effective November 3, 2008.

Mr. Timpano brings to Groupe Aeroplan critical expertise developed through executive leadership roles within several of the most effective consumer-focused companies in North America, most recently as President, Coca-Cola Canada. Mr. Timpano will be responsible for all aspects of the Aeroplan Program in Canada.

"We welcome Vince, a highly experienced executive and marketer, to Groupe Aeroplan," said Rupert Duchesne, President and Chief Executive Officer. "We intend to fully leverage Vince's extensive experience in driving change to support our ambitious growth plans."

Groupe Aeroplan also announced today that Tony Buffin will assume the newly created role of Executive Vice President and Managing Director, Groupe Aeroplan-Europe, effective immediately. In this new position, Mr. Buffin will be responsible for business units that are managed out of the group's London office, including the Nectar Program, Insight & Communication, as well as Rewards Management Middle East. Mr. Buffin was previously Senior Vice President, Corporate Development.

In addition, Groupe Aeroplan announced that Mr. Alex Moorhead, Executive Vice President and Chief Commercial Officer will be leaving Groupe Aeroplan in early 2009. Until that time, Mr. Moorhead will focus on completing a number of corporate development initiatives in support of Groupe Aeroplan's strategy.

Mr. Timpano and Mr. Buffin will directly report to Rupert Duchesne, President and Chief Executive Officer of Groupe Aeroplan Inc.

In announcing these changes, Rupert Duchesne commented, "These organizational changes are built upon the learning and growth we have shared over the last year and will set us up very well for the ever increasing opportunities that we have, and the challenges present within the current economic environment."

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program and Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates Insight & Communication, a customer-driven insight and data analytics business offering worldwide services to retailers and their suppliers.

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