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Aeroplan Members Can Now Fill Their Grocery Carts with Miles

TORONTO, Sept. 16 /CNW Telbec/ - Aeroplan today announced that members can start earning miles on groceries when they shop at Sobeys stores in Western Canada as of September 17th and in Ontario on September 19th.

As part of the new Club Sobeys rewards program, Aeroplan Members can automatically convert their Club Sobeys points to Aeroplan Miles. To earn miles, members simply join Club Sobeys in-store, online or by calling 1-877-7SOBEYS, and enrol to have their points automatically converted into Aeroplan Miles. When shopping at Sobeys stores, members must present their Club Sobeys card to earn one Club Sobeys point for every dollar spent. Two Club Sobeys points are equal to one Aeroplan Mile.

For a family of three, this could add up to approximately 5,000 Aeroplan Miles in a single year. (*) Thousands of additional miles can also be earned through Aeroplan and Club Sobeys in-store promotions.

"Our members have been hungry for more ways to earn miles on their every day purchases. We are pleased to join forces with Sobeys, a leading Canadian grocery retailer, to help make it easier for our members to earn miles faster," said Rupert Duchesne, President and CEO, Groupe Aeroplan Inc. "The Club Sobeys partnership significantly enhances Aeroplan's mile accumulation offer. In addition to groceries, members can earn miles daily with major retailers in the gas, electronics, telecommunications, financial card and home improvement categories."

How to get started Sign-up: Aeroplan Members can join Club Sobeys in-store or earn 500 Bonus Aeroplan Miles by signing up online at aeroplan.com/sobeys.

Convert: By visiting aeroplan.com/sobeys, members can verify their Club Sobeys membership information and have their Club Sobeys Points automatically converted into Aeroplan Miles.

Shop: The Club Sobeys card must be presented when groceries are purchased in order to accumulate points / miles.

For more information about Club Sobeys, visit: www.clubsobey.com or call: 1-877-7SOBEYS.

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.

(*) based on an estimated spend of \$800/month for a family of three (Sobeys Inc.)

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