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Aeroplan to Offer Miles for Groceries at Sobeys

MONTREAL, Aug. 14 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER) today announced the signing of a multi-year agreement with Sobeys that will enable members of the Aeroplan Program to earn miles on purchases at Sobeys stores in certain provinces. Further details will be made available when the offer is launched.

"Aeroplan Members have been eagerly waiting for the addition of a grocer to our growing list of partners. We are thrilled to add Sobeys, a leading Canadian grocery retailer, to our roster," said Rupert Duchesne, President and CEO, Groupe Aeroplan Inc. "This is a strategic relationship for Aeroplan as it further develops and consolidates Aeroplan's mileage accumulation offer in everyday-spend categories. We welcome Sobeys as a core anchor partner in our growing retail coalition. While the relationship with Sobeys has the potential to be as significant as our other large retail partnerships, it is not expected to have a material financial impact during the ramp-up period."

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns the Aeroplan program, 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 company offering worldwide services to retailers and their suppliers. For more information, please visit www.aeroplan.com.

Caution Concerning Forward-Looking Statements

This news release contains forward-looking statements relating to the impact of the Sobeys relationship on Groupe Aeroplan's financial results. Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the business. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons. The forward-looking statements contained in this news release are made as of the date of this release and, accordingly, are subject to change after such date. Except as may be required by Canadian securities laws, Groupe Aeroplan does not undertake any obligation to update or revise any forward-looking statements contained in this news release, whether as result of new information, future events or otherwise.

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