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Expedia joins Nectar Program

MONTREAL, Aug. 8 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX:AER) today announced the execution of a multi-year agreement with Expedia, Inc. Effective immediately, Nectar members can earn 1,000 points when booking a travel package including a flight through Expedia, Inc.'s UK website and 200 points when booking an individual flight, hotel or car rental.

"With the addition of Expedia to the base of partners, Nectar enhances its offering in the travel sector giving its members the opportunity to earn points as they holiday," said Brian Sinclair, President of Nectar.

With over 450 airlines available, nearly 80,000 properties to choose from and the facilities for members to build their own trip, Expedia.co.uk has a wealth of expertise that Nectar cardholders can take advantage of.

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.

About Expedia, Inc.

Expedia, Inc. is the world's leading online travel company, empowering business and leisure travellers with the tools and information they need to easily research, plan, book, and experience travel. Expedia, Inc. also provides wholesale travel to offline retail travel agents. Expedia, Inc.'s portfolio of brands include: Expedia.com(R), hotels.com(R), Hotwire(R), Egencia, TripAdvisor(TM) and Classic Vacations(R). Expedia, Inc.'s companies also operate internationally with sites in Canada, the United Kingdom, Germany, France, Italy, the Netherlands, Australia, and China, through its investment in eLong(TM). For more information, visit <http://www.expediainc.com/>. (NASDAQ: EXPE).

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