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Aeroplan Launches Online Store Where Members Can Earn Miles as They Shop - Members will earn one mile per dollar spent with more than 70 retailers at Aeroplan eStore

MONTREAL, June 18 /CNW Telbec/ - Aeroplan announced today that it is providing members with more opportunities to earn miles on everyday purchases with the launch of Aeroplan eStore. Featuring more than 10 product categories and over 70 retailers, Aeroplan Members can now earn miles as they shop at popular retailers like Dell Canada, Toys R Us, TigerDirect.ca and Chapters.Indigo accessed through the Aeroplan eStore.

Members simply go to www.aeroplan.com/estore and log in using their Aeroplan number and last name. They can search by brand, product keyword or category, and then click through to the retailers' site to complete their purchases, earning one Aeroplan Mile per dollar spent. Aeroplan eStore will continually add retailers to its roster and will offer special promotions and opportunities to earn bonus miles. A full list of participating retailers can be viewed at www.aeroplan.com/allstores.

"Aeroplan eStore makes accumulating miles with everyday shopping even easier because members now have access to a host of new retailers, in more product categories than ever, including apparel, electronics, health and beauty," said Sylvie Bourget, Senior Vice President, Marketing, Aeroplan. "In fact, with the addition of the online retailers, members can now earn Aeroplan Miles on thousands of products."

While building the eStore, Aeroplan collaborated with Nectar, the highly successful United Kingdom-based loyalty reward program that Aeroplan acquired in December 2007, as part of its acquisition of Loyalty Management Group (LMG). The Nectar site receives more than one million visits per month and Nectar's eStores, launched in October 2005, has grown to more than 220 online retailers.

"At least a third of Aeroplan Members are online shoppers," said André Hébert, Senior Vice President, Technology, Aeroplan. "They are Web-savvy, educated consumers who want a fun, user-friendly site. We built the eStore's platform using the latest e-commerce technology to ensure it meets their expectations."

Aeroplan worked with Canadian-based Elastic Path Software to create the e-Store. Elastic Path's fully-integrated ecommerce framework is designed specifically for mid-sized retailers operating within a multi-channel environment.

About Aeroplan

Aeroplan Limited Partnership, a wholly-owned subsidiary of Aeroplan Income Fund, is dedicated to developing and executing programs designed to engage the loyalty of its prestigious membership. 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 alone, approximately 2 million rewards were issued to members - an average of 5,500 per day, or one reward every 16 seconds. Over 1.5 million round-trip flights were issued in 2007. Members can redeem miles for Aeroplan's industry-leading ClassicFlight Rewards, ClassicPlus Flight Rewards, and global Star Alliance Flight Rewards, which offer travel to approximately 965 destinations worldwide. More than 400,000 non-flight rewards were issued in 2007. Members have access to 600 exciting specialty, merchandise, and experiential rewards, as well as hotel and car rental rewards. For more information about Aeroplan, please visit www.aeroplan.com.

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