



# AIR CANADA

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# Aeroplan Music Store First in Canada to Announce All MP3 Format

Members can redeem miles for music to play on any device, at any time

MONTREAL, June 9 /CNW Telbec/ - Aeroplan today announced plans to convert all audio tracks at the Aeroplan Music Store into high quality MP3s. For the first time on any commercial music download site in Canada, content from all four major record labels: EMI, Sony BMG Music (Canada), Universal and Warner Music Canada, will be available in a DRM-Free (Digital Rights Management) form. The removal of the DRM is a major milestone in the world of downloading because it frees users from access control and licenses placed upon their music. This means Aeroplan Members will be able to play their favourite songs on any device, at any time.

Launched in September 2007, the Aeroplan Music Store ([www.aeroplanmusicstore.com](http://www.aeroplanmusicstore.com)) was created in partnership with Hip Digital Media as a custom branded site for members to create accounts and download music by redeeming Aeroplan Miles.

"We are proud to be leading the industry in an area that our members are showing increasing interest," said Nathalie Belanger, General Manager, Rewards Management, Aeroplan. "Our miles for music offering has been extremely popular with Aeroplan Members, in fact, for many, downloading music from our site was their first foray into one of the many specialty, merchandise, and experiential rewards that we also offer. Now that we are making music even more accessible, we expect more members will give it a try."

As part of Aeroplan's commitment to continue to offer members new content, the music platform will be used to deliver other forms of media in the future, including books and video.

### More than music - exclusive opportunities for members

Working with Hip Digital Media, the Aeroplan Music Store has hosted exclusive contests for members featuring world renowned artists like Michael Bublé, Bryan Adams and the Spice Girls. In September 2007, Bublé offered Aeroplan Members the opportunity to fly away to see him perform at Wembley Arena in London and meet him backstage. In addition to the contest, Bublé chose the Music Store for an exclusive worldwide debut of his new video for the track, "Lost". In Winter 2007, the Aeroplan Music Store offered exclusive Spice Girls' tracks and tickets to see the Girls in concert at the sold-out Toronto show. Most recently, Bryan Adams worked with Aeroplan to create his own personal play list for members to download at the Aeroplan Music Store. The Bryan Adams promotion included a contest with a chance to see him perform live at his upcoming concert in Las Vegas and to meet him backstage.

"This is a major milestone for Aeroplan, Hip Digital Media and music consumers," said Peter Diemer, Executive Vice President, Strategy and Development, Hip Digital Media. "Through Hip Digital's proprietary music technology, Aeroplan will be leading the way by announcing plans for their entire on-line music store to offer 100 per cent MP3 tracks in the coming weeks."

As a leading site in MP3 downloads, Aeroplan Music Store plans to offer new options to redeem miles for music, in addition to the current offer of 5,500 miles for 50 songs.

Aeroplan and Hip Digital Media have been recognized by two major industry awards since the store's launch. The Aeroplan Music Store was nominated for a Freddie Award in the Best Award category. The Aeroplan Music Store was also a finalist for Ad:Tech's Best Interactive Campaign, recognizing excellence in interactive and strategic marketing.

### About Hip Digital

Hip Digital Media is the leading consumer experience network. Hip Digital offers innovative customer experiences and digital campaigns for Fortune 500 brands. Hip Digital Media brings together communities, music, brands and consumers through custom built technology, including (PACE(TM)), its Content Management System, which allows for turnkey creation of powerful online consumer experiences. For more information please visit: [www.hipdigitalmedia.com](http://www.hipdigitalmedia.com).

### 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](http://www.aeroplan.com).

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