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Aeroplan to Launch Exclusive Branded Content Magazine, Aeroplan Arrival

MONTREAL, May 29 /CNW Telbec/ - Aeroplan, Canada's premier loyalty marketing company, today announced it will be launching Aeroplan Arrival, an exclusive branded content magazine that encompasses travel, lifestyle, culture and popular Aeroplan reward merchandise. Aeroplan partnered with Redwood Custom Communications, one of North America's leading custom publishers, to develop the magazine that will debut in mid-August with the fall 2008 issue.

"This is the latest in a series of initiatives we have developed to add value to our expanding loyalty program and to satisfy a unique and growing membership and partner base," said Sylvie Bourget, Vice President, Marketing, Aeroplan. "We identified the need for a quality publication that truly reflects our members: urbane travellers who continually seek more - not only out of their travel experience, but more out of life."

Aeroplan Arrival is a magazine about ideas and attainable lifestyle rewards. It will feature work by top Canadian and international writers, photographers and illustrators. In keeping with members' top interests, travel content will be a focus. Insightful and informed articles will report on the next hot travel locales, as well as the more popular local and global destinations. Readers will also find profiles of leading-edge figures in art and design, and interesting displays of Aeroplan reward merchandise.

Highlights of the Fall 2008 issue of Aeroplan Arrival include:

- A cover feature on the renaissance of Buenos Aires, captured by award-winning photographer Rob Fiocca and Montreal writer Simona Rabinovitch
- A travelogue through Canada's premier wine-and-food regions by restaurant critic and food writer Chris Johns
- A Q&A with Pritzker Architecture Prize winner Tadao Ando
- A discussion with sharp-tongued, Michelin-starred celebrity chef Gordon Ramsey, illustrated by New Yorker artist Andy Friedman
- A witty compendium of the "best" international cities for the curious traveller of every style and taste
- An essay by Globe and Mail style columnist Karen von Hahn discussing how form and function work hand in hand in the design of the best contemporary products

The magazine was designed to not only raise awareness of Aeroplan's expanding loyalty program, but it will also serve as a key marketing tool for Aeroplan's current and future program partners. The magazine will include a robust advertising initiative for both partner and non-partner alike, and will represent an unparalleled opportunity for the Canadian advertising community, with direct and targeted access to 500,000 of Aeroplan's high-value members. Aeroplan Arrival will be distributed in French and English three times a year and will be available online at www.aeroplan.com in 2009.

"This partnership is an exceptional opportunity to apply our unique approach to branded publishing," said Joseph Barbieri, Redwood VP Marketing and Business Development. "Aeroplan Arrival is more than a magazine - the content will not only inform, entertain and inspire, but it will help Aeroplan achieve a deeper and more meaningful level of engagement with members. With our extensive heritage and experience in the North America loyalty program sector, it is indeed a privilege to include Aeroplan in our family of clients and to have been selected as a key partner to help drive the evolution and extension of the Aeroplan brand."

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.

About Redwood Custom Communications

Redwood creates branded communications programs using the power of editorial to build meaningful customer relationships and to drive our clients' ROI. Redwood has offices in Toronto, New York, London and Tokyo. Redwood's North American clients include Procter & Gamble, Canadian Automobile

Association, Expo Design Center, LendingTree.com, Sears, Sobeys, The Principal Financial Group, The Cliffs Communities, Rexall, Mazda International and more.

For more information about Redwood, please visit www.redwoodcc.com/portfolio.

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