



# AIR CANADA

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## Aeroplan and Dumoulin Launch National Partnership

MONTREAL, Feb. 28 /CNW Telbec/ - Aeroplan Limited Partnership (TSX: AER.UN) and Groupe Dumoulin Électronique Inc., the largest Canadian owned and operated consumer electronics retailer, today announced a multi-year national partnership which will allow Aeroplan Members to accumulate Aeroplan Miles across Dumoulin and Audiotronic's entire range of audio, video, camera, communications and computer products.

Starting this summer, Aeroplan Members may earn one Aeroplan Mile for every dollar spent while shopping at any Dumoulin or Audiotronic store, located in over 100 Canadian cities coast to coast or online at [www.dumoulin.com](http://www.dumoulin.com) and [www.audiotronic.ca](http://www.audiotronic.ca).

"Aeroplan's national partnership with Groupe Dumoulin is a meaningful accumulation opportunity for our members within one of Canada's major retail sectors," said Sylvie Bourget, Vice President, Marketing at Aeroplan. "This further complements our program's increasing roster of attractive retail accumulation opportunities."

"Groupe Dumoulin is proud to partner with Aeroplan," said Marc Mercier, President and CEO of Groupe Dumoulin. "Offering our customers the opportunity to accumulate Aeroplan Miles adds to our ongoing effort to further increase our customers' shopping experience and overall satisfaction."

### About Aeroplan

Aeroplan, Canada's premier loyalty marketing company and operator of the Aeroplan loyalty program, 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 network of more than 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. Miles earned may be redeemed for Aeroplan's industry-leading ClassicFlight Rewards, innovative ClassicPlus Flight Rewards, and global Star Alliance Flight Rewards, offering travel to more than 850 destinations worldwide. In 2007 alone, more than 1.5 million round-trip flight rewards were issued. Aeroplan's roster of non-flight rewards includes more than 400 exciting specialty, merchandise, and experiential rewards, as well as hotel and car rental rewards. Members are encouraged to stay engaged with Aeroplan and avoid mileage expiration due to inactivity by earning or redeeming Aeroplan Miles at least once in any consecutive twelve-month period.

For more information about Aeroplan, please visit [www.aeroplan.com](http://www.aeroplan.com).

### About Groupe Dumoulin

Groupe Dumoulin is a privately owned company, which in addition to its consumer electronics retail division (Dumoulin and Audiotronic store fronts throughout the country), also services the North American commercial, corporate and hospitality industries through its "Solutions Group"; comprising of its Premium, Corporate and Hotels Solutions divisions.

For more information about Groupe Dumoulin, please visit [www.dumoulin.com](http://www.dumoulin.com)

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