



AIR CANADA

[News Releases](#)

Aeroplan and Primus Launch National Partnership

MONTREAL and TORONTO, Jan. 18 /CNW Telbec/ - Aeroplan Limited Partnership and Primus Telecommunications Canada Inc., the largest alternative communications carrier in Canada, today announced a multi-year national partnership which will allow Aeroplan Members to accumulate Aeroplan Miles across Primus' entire range of consumer products and services.

Effective today, Aeroplan Members may earn three Aeroplan Miles for every dollar spent on Primus' suite of products and services, including home phone, long distance, wireless, and internet services, as well as Primus' bundled offerings. Aeroplan Members can also earn valuable Bonus Aeroplan Miles when they sign up for Primus services.

"Aeroplan's national partnership with Primus is an excellent way for Aeroplan Members across Canada to take advantage of a rich mile-earning opportunity," said Rob Shields, Vice President, Partnerships, Aeroplan. "Our members can now easily earn Aeroplan Miles on a wide array of everyday telecommunications needs."

"Primus Canada is excited to once again offer Aeroplan Miles to our customers," said Andrew Day, Senior Vice President of Residential Services, Primus Canada. "Allowing our customers to collect Aeroplan Miles is consistent with our ongoing efforts to provide additional value over and above the monthly savings they receive on their Primus telecommunications services."

Aeroplan Members can find more information and sign up to receive Primus' products and services by visiting www.primus.ca, or by calling Primus' customer service centres, at 1-800-806-3273 (English) or 1-800-340-4920 (French).

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.

About Primus Canada

Primus Telecommunications Canada Inc. is the largest alternative communications carrier in Canada. The Company offers facilities-based voice, data, e-commerce, Web hosting, VoIP and broadband Internet services utilizing ADSL2+ technology. Primus Canada's national network consists of nationwide switches with international connectivity through its parent company's global network, ATM and IP nodes, and colocation facilities at major cities across the country. Primus Canada is also one of Canada's largest MVNO's (Mobile Virtual Network Operator) offering PRIMUS Wireless service. Primus Canada is a wholly-owned subsidiary of McLean, Virginia-based PRIMUS Telecommunications Group, Incorporated (OTCBB: PRTL). Primus Canada news and information are available at the Company's Web site at www.primus.ca.

For further information: Jess Duerden, Aeroplan, (416) 352-3729, jess.duerden@aeroplan.com; Jennifer Alsop-Lee, jennifer@mediaprofile.com; Erin O'Reilly, erin@mediaprofile.com, Media Profile, (416) 504-8464; Andrew Day, Primus Telecommunications Canada Inc., (416) 207-7121, aday@primustel.ca

A STAR ALLIANCE MEMBER

