



AIR CANADA

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Aeroplan launches a new accumulation experience to pique Aeroplan Members' palates

MONTREAL, Jan. 10 /CNW Telbec/ - Aeroplan, Canada's premier loyalty marketing program, today announced the launch of an exclusive wine club that enables members to accumulate Aeroplan Miles as they receive mixed cases of wine: Reserva Wine Club.

Aeroplan Members who join Reserva Wine Club are granted exclusive access to specially selected wines from the world's greatest wine regions; these wines aren't available in Canada's liquor stores, and are selected by an expert tasting panel. The cases of wine arrive approximately every eight to ten weeks. Each case contains six bottles of wine, with a minimum of three different wines from the featured wine region.

The membership process works as follows: by visiting www.reservawineclub.com, Aeroplan Members complete the online membership application and pay an annual \$50 registration fee. At the time of enrolment, members earn 250 Aeroplan Miles. Once registered, members will receive a mixed case of wine six times a year unless they choose to cancel an order. For each case ordered, members earn an additional 2.5 Aeroplan Miles on each dollar spent. Every case is the same fixed price, yet the price per case varies by province and ranges from \$90 - \$150. The wine is delivered to participating liquor board stores for pick-up and members are notified when the cases arrive.

Reserva Wine Club wines come from such regions as France (Bordeaux, Rhone and Beaujolais), Spain, Italy, California and Chile. Reserva Wine Club works with select suppliers who agree to adhere to the club's exclusivity policy.

"Aeroplan works to create programs that parallel members' lifestyles and lifestyles in order to connect with our members' interests in a way that facilitates earning Aeroplan Miles for living life," said Rob Shields, Vice President, Partnerships, Aeroplan. "Reserva Wine Club perfectly combines Aeroplan's joie de vivre and the opportunity to embark on a sensory journey exploring exclusive wines."

Canadian liquor control boards manage the sales, importation and distribution of all liquor in Canada; they also oversee all quality assurance testing and apply recycling deposits. Reserva Wine Club places a private order, on behalf of its members, with the appropriate liquor control board in order to facilitate members' ability to pick-up their wine.

About Aeroplan

Aeroplan 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. More than 1.5 million round-trip flight rewards are issued per year. 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.

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A STAR ALLIANCE MEMBER

