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Aeroplan concludes acquisition of Nectar Program Operator, LMG, to create the global leader in loyalty management

MONTREAL, Dec. 20 /CNW Telbec/ - Aeroplan Income Fund (TSX: AER.UN) today announced the completion of the acquisition of Loyalty Management Group (LMG), the leading loyalty marketing and customer-driven insight and analysis company that owns and operates the Nectar loyalty program in the United Kingdom. LMG operates in three main areas: Nectar, Insight & Communications (I&C) and Loyalty International.

"The combination of Aeroplan's and LMG's strengths and expertise create the leading global player in loyalty management," said Rupert Duchesne, President and CEO, Aeroplan. "Together, our unparalleled breadth of retail, financial services, travel, as well as data analytics skills and experience, means that each program continues to grow domestically, whilst we jointly pursue successfully international expansion opportunities."

The two loyalty programs, Nectar and Aeroplan, will continue to be operated separately. Members' participation in their respective program is unaffected. Rupert Duchesne will remain President and CEO of Aeroplan. Alex Moorhead and his executive team will continue the management of LMG. Aeroplan and LMG will move rapidly to consolidate new international expansion activities.

About Aeroplan Income Fund

Aeroplan Income Fund is an unincorporated, open-ended trust established under the laws of the Province of Ontario. Aeroplan Income Fund is the owner of Aeroplan Limited Partnership, Canada's premier loyalty marketing company and operator of the Aeroplan loyalty program and Loyalty Management Group, operator of Nectar, the United Kingdom's largest customer reward program.

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. In 2006 alone, more than 1.4 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 Nectar

Nectar is the United Kingdom's largest customer reward program. Half of the UK's households participate in the Nectar program and 19 Nectar cards are swiped by the program's members every second of every day. With 15 partners, Nectar covers over 40 per cent of an average UK household's expenditure. Nectar also operates an online loyalty programme, Nectar eStores, which offers Nectar points from 200 online retailers including Amazon.co.uk and Nectar Business which offers small businesses additional opportunities to earn Nectar points on business purchases.

For more information about Nectar, please visit www.nectar.com.

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