



AIR CANADA

[News Releases](#)

Aeroplan Introduces its Carbon Offset Program: An Environmentally Responsible, Rewarding Way to Travel

Aeroplan commits to matching 20% of member offsets

MONTREAL, Dec. 6 /CNW Telbec/ - Aeroplan (TSX: AER.UN), Canada's premier loyalty marketing program, today launched its Carbon Offset Program - another loyalty industry first - designed for Aeroplan members to offset their carbon emissions generated by reward travel, and to help the company reduce its overall environmental footprint.

Starting today, there are two ways Aeroplan members can use their miles to offset emissions generated by their flights and everyday activities. Members can offset flights when completing reward bookings online at aeroplan.com, or redeem their Aeroplan Miles for carbon offset credits found in the online Activities and Merchandise catalogue.

Aeroplan will match all miles redeemed for carbon offset credits by 20 per cent and transfer the total sum to the Carbon Reduction Fund (www.carbonreductionfund.org), an independent, non-profit organization with the mission of funding only the highest-quality offset projects.

Aeroplan launched the Carbon Offset Program by contributing more than 2.5 million Aeroplan Miles to the Carbon Reduction Fund. Aeroplan's partners American Express and CIBC have also generously contributed to the program's launch, each donating 2 million Aeroplan Miles.

"Aeroplan's members are some of Canada's most frequent flyers and the country's most active and engaged citizens. We knew it was imperative to offer proactively to our members the opportunity to personally take action against climate change," said Rupert Duchesne, President and CEO, Aeroplan. "Our new Carbon Offset Program is the loyalty industry's first program to encourage members to enjoy their travel rewards in an environmentally-friendly way. Our goal in year one is to have more than 40,000 tonnes of emissions being offset by our members."

For example, within North and Central America, Aeroplan members would need approximately 200 to 5,600 Aeroplan Miles to offset their return travel.

Eco-friendly Rewards

Aeroplan also announced it has expanded its roster of eco-friendly non-air rewards, ranging from 7,000 to 160,000 Aeroplan Miles. Introduced in the spring of 2007, this reward category, located in the Activities and Merchandise section of aeroplan.com, now includes housewares, games, fashion and travel accessories and even electric scooters.

Green It Up: Aeroplan Corporate Initiatives

The Carbon Offset Program and eco-friendly non-air rewards are both part of Green It Up, Aeroplan's comprehensive program designed to reduce the company's environmental footprint and make a positive difference in greening our world.

As part of this program, Aeroplan has committed to offsetting 100 per cent of its employees' business travel. Internally, Aeroplan has also introduced "Do not print" campaigns and enhanced recycling services. What's more, Aeroplan employees will be rewarded for choosing public transit to get to work, and will have the opportunity to donate some of their paid work time to environmental causes.

Duchesne added, "Aeroplan is setting an example by behaving in an environmentally conscious way. From an environmental point-of-view, Aeroplan is making the right decision also the most rewarding."

About the Carbon Reduction Fund

The Carbon Reduction Fund is an independent, non-profit organization with the mission to seek out, help develop and secure credible, high-quality carbon offsets for the voluntary markets. Founded in late 2007, the creation of the fund was made possible due to the generous financial support of Aeroplan, Canada's premier loyalty marketing company. Aeroplan is also the primary initial purchaser of offsets from the Fund.

The Carbon Reduction Fund was created with the following mission:

1. To be a dependable and ethical provider of high quality carbon offsets for the voluntary carbon offset market, delivering permanent and substantive reductions in greenhouse gas (GHG) emissions.
2. To act as a catalyst, in order to engage and enable various organizations across Canada to develop GHG reduction and sequestration projects.
3. To take a leadership role in building the voluntary offset industry, establishing high industry standards. The CRF will work with other ethical players in the industry to maintain the credibility of voluntary offsets and increase the impact of voluntary action by individuals and organizations.

About Aeroplan

Aeroplan is Canada's premier loyalty marketing company, 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.

For further information: Gillian Hewitt, (416) 352-3706, gillian.hewitt@eroplan.com

A STAR ALLIANCE MEMBER

