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Aeroplan Appoints New Chairman

MONTREAL, Nov. 9 /CNW Telbec/ - ACE Chairman and CEO Robert Milton will be retiring as Chairman of Aeroplan GP and leaving the Board of Directors. The effective date will be January 1, 2008. Mr. Robert E. Brown will succeed Mr. Milton as Aeroplan's Chairman. Mr. Milton remains Chairman, President and CEO of ACE Aviation Holdings.

"Robert Milton's vision and focus on surfacing value was the driving force behind Aeroplan's evolution from a small internal division in Air Canada's marketing department to what it is today - Canada's premier loyalty management company with a market capitalization of over \$4 billion," said Rupert Duchesne, President and CEO, Aeroplan. "Under his leadership and with his unwavering confidence in the largely unsurfaced value of the Aeroplan franchise, we ignored the skeptics and boldly undertook the first ever monetization of an airline frequent flyer program. On behalf of Aeroplan's employees, partners and unit holders, I thank Robert for making Aeroplan an all-round success story we can all be proud of."

Robert E. Brown, who currently serves on the Board, will succeed Mr. Milton as Chairman of the Board of Aeroplan GP. Mr. Brown is President and Chief Executive Officer of CAE Inc. He is a director of CAE Inc., ACE Aviation Holdings Inc., a trustee of Jazz Air Income Fund and was Chairman of Air Canada from 2003 to 2004.

"Bob Brown has already made a strong contribution as a director of the Aeroplan Board," said Mr. Duchesne. "With this track record and his extensive experience as a corporate director, he is the right choice as Aeroplan's new Chairman. The entire management team looks forward to working with Bob in his new role."

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.

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