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Aeroplan and Bell Canada Announce Expiry of Agreement

MONTREAL, Oct. 15 /CNW Telbec/ - Aeroplan and Bell Canada have announced that their agreement to offer Aeroplan Miles to Bell Canada customers will not be renewed upon its expiry on January 18, 2008. Full details for Aeroplan members will be made available on www.aeroplan.com.

"Aeroplan remains focused on, and committed to, the needs of its members and we have begun work to develop a replacement partner from the telecommunications sector," said Rob Shields, Vice President, Partnerships, Aeroplan.

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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