



AIR CANADA

[News Releases](#)

28 Million Aeroplan Miles Donated to Beyond Miles

Aeroplan and its members and partners come together to give on Mileage Multiplying Day

MONTREAL, May 23 /CNW Telbec/ - Aeroplan today announced that more than 28 million miles were raised on Mileage Multiplying Day, May 17, 2007, in celebration of the first anniversary of Beyond Miles, Aeroplan's online member donation program.

Aeroplan members donated more than five million Aeroplan Miles. This generosity was increased by five Aeroplan commercial partners - Aeromove, Air Canada, Avis Car Rental, Fairmont Hotels & Resorts and National Car Rental; and by Aeroplan matching donations on a two-for-one basis.

Miles raised also include the renewal of Aeroplan's 7 million Aeroplan Mile annual donation and the renewal of Beyond Miles' founding sponsors' - American Express and CIBC - commitment of 2.1 million Aeroplan Miles each.

"To mark Beyond Miles' first anniversary with a donation of this magnitude, with the knowledge that these miles will be put to such good use, is extremely rewarding for everyone involved," said Rupert Duchesne, President and CEO, Aeroplan. "Having our members and partners respond in such a generous, positive way demonstrates our shared commitment to social responsibility."

Donated miles support the hard work of the seven Beyond Miles partners: Canadian Executive Service Organization, Engineers Without Borders, Médecins Sans Frontières, Schools Without Borders, the Stephen Lewis Foundation, Veterinarians Without Borders and Air Canada's Kids Horizons program. Travel is fundamental to these organizations' operations and one of the most significant costs of their work.

About Beyond Miles

The Beyond Miles program enables Aeroplan members to donate Aeroplan Miles to six charitable organizations: Canadian Executive Service Organization, Engineers Without Borders, Médecins Sans Frontières, Schools Without Borders, the Stephen Lewis Foundation, and Veterinarians Without Borders. In addition to supporting these organizations, Beyond Miles also supports Air Canada's Kids' Horizons, a program dedicated to enhancing the quality of life of Canadian children and youth and their families. 40 Million miles were donated in Beyond Miles' first year.

For more information about Beyond Miles, please visit www.aeroplan.com/donate.

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 60 world-class partners, representing more than 100 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 as detailed in the Aeroplan program terms and conditions.

For more information about Aeroplan, please visit www.aeroplan.com.

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

A STAR ALLIANCE MEMBER 