

May 17, 2007: Mileage Multiplying Day - Member donations to Beyond Miles to be matched by Aeroplan and its participating partners

MONTREAL, May 2 /CNW Telbec/ - Aeroplan today announced, in honour of the first anniversary of the Beyond Miles online member donation program, that May 17, 2007 will be a special mileage matching day for member donations of Aeroplan Miles.

In addition to renewing its 7 million Aeroplan Mile annual commitment, Aeroplan will match Aeroplan Miles donated by members online at aeroplan.com/donate. For every member mile donated, Aeroplan will donate two Aeroplan Miles. A minimum of 1,000 Aeroplan Miles is required for an online donation.

Donated member miles will also be matched, on a 1-for-1 basis, by each of five participating Aeroplan commercial partners: Aeromove, Air Canada, Avis Car Rental, Fairmont Hotels & Resorts and National Car Rental.

What's more, the founding sponsors of Beyond Miles - American Express and CIBC - have also renewed their commitment to the program by each donating 2.1 million Aeroplan Miles.

"The goodwill demonstrated by our partners and members is inspiring. This collective generosity means that more than 11 million miles will be immediately shared by our charitable partners and that individual member donations may be increased seven-fold with a few easy clicks of a mouse," said Rupert Duchesne, President and CEO, Aeroplan. "To think of what can be accomplished by our charitable partners - by offsetting costs related to travel to and from projects at home and around the world - as a result of this outpouring is tremendously gratifying for all involved."

In Beyond Miles' first year alone, almost 40 million miles were donated by Aeroplan members.

About Beyond Miles

The Beyond Miles program enables Aeroplan members to donate Aeroplan Miles to 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.

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 at least once every year.

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

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