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Aeroplan Awarded with Prestigious FFP Innovation Silver Award 2007

MONTREAL, March 13 /CNW Telbec/ - Aeroplan today announced that it has been awarded with the Frequent Flyer Program (FFP) Innovation Silver Award for the development and launch of its innovative ClassicPlus Flight Rewards.

ClassicPlus Flight Rewards is designed to offer Aeroplan members unrestricted access to available seat inventory across the Air Canada and Air Canada Jazz networks in both Economy and Executive Class. ClassicPlus Flight Rewards offers unparalleled flexibility for reward travel, complementing Aeroplan's existing ClassicFlight Rewards and global Star Alliance Flight Rewards.

"We're very proud to have our track record of innovation recognized by our industry peers. The development and introduction of ClassicPlus Flight Rewards - truly an industry-first - responds to our members' two travel imperatives: improved reward travel choices and greater flexibility with which to make travel arrangements," says Craig Landry, Vice President, Marketing and Rewards, Aeroplan. "ClassicPlus Flight Rewards represents another major step for Aeroplan. More than ever, Aeroplan offers better value to its members than any other program on the market."

Aeroplan was amongst 20 nominees for the FFP Innovation Award, introduced this year by Airline Information and Global Flight, co-founders of the FFP Conference. Airline employees working in the frequent flyer area voted for the best program, making this award particularly prestigious as the only industry FFP Award where industry frequent flyer executives recognize their best peers in the field.

Aeroplan developed ClassicPlus Flight Rewards in close collaboration with its partner, Air Canada, and in conjunction with a powerhouse consortium of technology providers, including Hexaware Technologies, IBM, ITA Software, Openjaw Technologies and Telus.

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.

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

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

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