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Partnership Between Home Hardware and Aeroplan Takes Flight

ST. JACOBS, ON, Feb. 26 /CNW/ - Paul Straus, Vice President and CEO of Home Hardware Stores Limited and Rob Shields, Vice President of Partnerships, Aeroplan (TSX: AER.UN), today, officially launched a dynamic new partnership between Home Hardware, Canada's largest independent home improvement retailer and Aeroplan, the country's premier loyalty marketing company. Mr. Straus and Mr. Shields marked the partnership launch, held at Canada's first Home Hardware location in St. Jacobs, Ontario, by completing the first transaction to earn Aeroplan Miles while shopping at Home Hardware.

The exclusive multi-year partnership allows Aeroplan members to earn one Aeroplan Mile for every \$2 spent at the more than 1,000 Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture stores across Canada. Additionally, Aeroplan members can redeem Aeroplan Miles for Home Hardware Gift Cards.

"To launch this important partnership with Aeroplan at the site of our first Home Hardware Store speaks to how far our company has come since our inception in 1964, and how far we will continue to go, as we build on our ongoing commitment to bring value to our customers shopping experience," said Paul Straus, Vice President and CEO, Home Hardware Stores Limited. "Our customers have access to more than 100,000 quality products and services to help with all of their needs from decorating to renovating and we're excited that this new partnership with Aeroplan will provide yet another great reason to shop at Home Hardware."

"With Home Hardware store locations in more than 1,000 communities across Canada, staying active with Aeroplan is even easier with yet another shopping destination where members can earn valuable Aeroplan Miles on everyday products and services," said Rob Shields, Vice President, Partnerships, Aeroplan. "Our partnership with Home Hardware, an outstanding Canadian national retailer, capitalizes on the growth trends in the home improvement category and caters to those consumers who want an extra benefit for their home improvement spending."

Home Hardware also marked the launch of the partnership with a one million mile donation to Kids' Horizons, a partner in Aeroplan's Beyond Miles program. Kids' Horizons supports paediatric hospitals across the country including SickKids Foundation, one of Home Hardware's three national charities. One million miles represents up to 66 flights for children in need of care, and their families.

About Home Hardware

Home Hardware Stores Limited is Canada's largest independent hardware, lumber and building materials and furniture retailer with more than 1,000 stores across Canada, under the Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners. Dealers have access to 100,000 quality brand name and private label products and the company has annual retail sales of \$4.6 billion. The cooperative was founded on January 1, 1964 by 128 independent hardware Dealers.

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.

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available on the CNW Photo Network and archived at <http://photos.newswire.ca>. Additional archived images are also available on the CNW Photo Archive website at <http://photos.newswire.ca>. Images are free to accredited members of the media/

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