



AIR CANADA

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Air Canada offers customers the best seats in the house

New Preferred Seat option makes choice seat selection available to all customers

MONTREAL, Nov. 12 /CNW Telbec/ - Air Canada today began offering customers a Preferred Seat option that gives travellers seeking the comfort of additional leg room the opportunity to reserve specific exit row and bulkhead seats with extra seat pitch in the economy cabin on all Air Canada flights.

"With its new and refitted fleet, featuring personal entertainment systems at every seat, Air Canada already offers one of the most relaxing and comfortable flights in the sky. However, some customers have indicated they prefer the additional legroom afforded by certain seats in the economy cabin of our aircraft, notably those located in exit rows or near internal dividers known as bulkheads," said Ben Smith, Executive Vice President and Chief Commercial Officer. "With our Preferred Seat option, we are giving customers the opportunity to reserve these seats in advance so they can look forward to their trip knowing they will enjoy extra comfort."

The Preferred Seat option can be purchased when booking an economy class fare at aircanada.com or through Air Canada Reservations, and complements Air Canada's free seat selection offered with Tango Plus and Latitude fares. Customers will be able to select a Preferred Seat on any Air Canada or Jazz flight, at the time of booking or anytime prior to check-in, subject to availability. The number and location of Preferred Seats available on a flight varies with each aircraft type.

Preferred Seat prices start as low as \$14 per one-way trip and are based on length of flight, fare purchased and Top Tier status of the customer. Certain conditions apply. For more information please go to <http://www.aircanada.com/en/travelinfo/prefseats.html>.

About Air Canada

Montreal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2008, the readers of Business Traveler magazine voted Air Canada "Best In-Flight Services in North America," "Best Airline for Business Class Service in North America" and "Best North American Airline for International Travel."

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