



# AIR CANADA

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# Air Canada introduces unlimited air travel with subscription flight passes to Canada; Special introductory prices to fly as much as you want

MONTREAL, March 13 /CNW Telbec/ - Air Canada today introduced, for the first time in the United States, subscription flight passes providing unlimited air travel for a flat monthly rate. To celebrate the introduction of its Unlimited 'Flight Pass to Canada,' Air Canada is offering a special introductory price until May 7, 2007 starting as low as only US\$1,657 per month to fly as much as you want over a choice of three or six month periods. In addition, Air Canada is offering automatic top tier Elite frequent flyer status to its customers who purchase a six-month Unlimited 'Flight Pass to Canada' subscription at the Latitude fare level starting at \$2,360 per month with additional flexibility and benefits. By pre-purchasing air travel, Flight Pass holders benefit from predictable fixed monthly payments and the convenience to manage their bookings online. Moreover, pass prices include airport fees, charges and taxes.

"We're very excited to give our customers in the United States the freedom to travel as much as they want along with the peace of mind that Air Canada's Flight Passes provide," said Charles McKee, Vice President Marketing. "Since we first launched Flight Passes in Canada almost three years ago, their popularity has grown exponentially. In 2006, we saw our pass sales more than double, and triple the number of first time users. With these special introductory offers available at [aircanada.com](http://aircanada.com) or through travel agents, there has never been a better moment to try out and experience a whole new way to travel throughout Air Canada's extensive network from 53 U.S. airports."

Air Canada's 'Flight Pass to Canada' includes a wide range of options allowing customers to select the product and attributes that best meet their travel requirements. Customers can learn more about how to select and use Flight Passes by taking the interactive virtual tour "What's a Flight Pass?" at [aircanada.com](http://aircanada.com):

[http://www.aircanada.com/demos/flightpass/consumer/onetour\\_en.htm](http://www.aircanada.com/demos/flightpass/consumer/onetour_en.htm)

## A Choice of Four Geographic Zones

Air Canada has made it easier for U.S. customers to choose the Flight Pass that meets their travel needs by creating four simple geographic zones to choose from: Canada Commuter (from New York, Newark, Boston, Chicago to Toronto, Hamilton, Ottawa, Montreal); Eastern (extended Eastern U.S.-Canada corridor); Western (extended Western U.S.-Canada corridor) and a comprehensive North America pass encompassing all 120 destinations served by Air Canada in the U.S. and Canada.

## A Choice of 10, 20, 30 or Unlimited Trips

In addition to a monthly subscription pass providing unlimited air travel for a choice of three or six months at a time, Air Canada also offers passes for individuals for a fixed number of pre-purchased flight credits valid for 10 or 20 one-way trips over a twelve month period. For U.S. registered businesses, Air Canada's 'Flight Pass to Canada' is also available in a multi-user 'Small Business Pass' version valid for six months that provides 30 flight credits for up to eight different travelers from one company.

## A Choice of Tango Plus or Latitude Benefits

To give customers additional control in choosing the benefits they want at the right price, all Flight Passes are available at two fare levels: Tango Plus, Air Canada's everyday value fare, or Latitude, offering maximum flexibility to make reservation changes free of charge as well as complimentary upgrades to Executive Class made online.

To promote the new everyday low Tango Plus price, Air Canada is offering a special introductory price until May 7, 2007 for its 10-trip Tango Plus 'Flight Pass to Canada' starting as low as US\$2,100 or only \$210 per trip to Canada valid for a 12-month period, including all fees, charges and taxes.

## Online Convenience

Convenient online access through the customer's personalized Flight Pass at [aircanada.com](http://aircanada.com) provides an easy and quick way to book travel up to one hour before departure, make changes and access account information on remaining travel credits. To purchase Air Canada's 'Flight Pass to Canada,' customers or their travel agent simply visit the U.S. edition of [aircanada.com](http://aircanada.com), click on 'Discover our Flight Passes' on the home page, and enter their Aeroplan membership number and personal identification number.

## Frequent Flyer Rewards

Air Canada's 'Flight Pass to Canada' provides customers 100% Aeroplan Status Mile accumulation for every mile flown in addition to a purchase incentive of one Aeroplan Mile for every \$3 spent. Moreover, Unlimited Flight Pass holders receive 10,000 Status Miles per month at the Tango Plus rate or 15,000 Status Miles per month at the Latitude rate. As Air Canada is a member of Star Alliance, Aeroplan Miles are redeemable on all Star Alliance partner carriers including United Airlines and US Airways.

#### About Air Canada

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Air Canada is the only airline that offers customers Flight Passes providing the convenience to self-manage travel online, either in the form of pre-purchased banks of flight credits or fixed monthly subscription rates that provide for unlimited flights.

Air Canada was recognized in 2007 by the editors of Air Transport World as the airline industry leader in market innovation, specifically Air Canada's success in implementing an innovative and transparent pricing structure, its effectiveness in using online technology to meet consumers' needs and its fleet-wide renewal with a consistent, market-leading onboard product among North American airlines. Air Canada was recently voted 'Best Airline in North America' and 'Best Airline in Canada' by the readers of Global Traveler magazine, and 'Best Business Class to Canada' by the readers of Business Traveler magazine.

Air Canada and Air Canada Jazz operate more non-stop flights within Canada and to the United States than any other airline. Between the United States and Canada, the carriers operate more than 390 non-stop flights per day on 89 routes to and from 53 U.S. and seven Canadian destinations. Within Canada, the carriers operate around 960 non-stop flights per day on 131 routes to and from 67 airports.

Montreal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 150 destinations on five continents. Canada's flag carrier is the 14th largest commercial airline in the world and serves 30 million customers annually with a fleet consisting of 335 aircraft. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network.

For further information: John Reber, (514) 422-5676; Internet: [aircanada.com](http://aircanada.com)

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A STAR ALLIANCE MEMBER

