



AIR CANADA

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STAR ALLIANCE ADDS AIR CANADA, TAM AND US AIRWAYS TO UPGRADE AWARDS PRODUCT

All Member Carriers Based in the Americas Now Participating

MONTREAL, Jan. 27 /CNW Telbec/ - Frequent flyers on the Star Alliance network can now also use their miles to upgrade when travelling on Air Canada, TAM and US Airways. These member carriers are now participating in the unique Star Alliance Upgrade Awards programme, the redemption option enabling customers to use miles or points from their Frequent Flyer Programme (FFP) accounts for one-class upgrades on scheduled flights operated by the participating Star Alliance member carriers.

"Air Canada customers who are members of Aeroplan will now be able to use their Aeroplan Miles to upgrade on eligible Star Alliance flights operated by Star Alliance member carriers around the world, including Air Canada," said Craig Landry Vice President, Marketing, Air Canada. "We are thrilled to offer our customers this product, just one of the many benefits unique to Star Alliance, the world's first and most comprehensive alliance."

Travellers enrolled in Aeroplan® (Air Canada), Fidelidade (TAM) or Dividend Miles® (US Airways) can exchange their collected miles for a Star Alliance Upgrade Award. With this award, a confirmed and ticketed booking can be upgraded to a higher class prior to travel. In order to redeem the award, customers need to contact their FFP, either by calling reservations or logging onto the web (depending on what is offered by the carrier). The upgrade is processed electronically, eliminating the need to issue paper certificates. Upgrades are permitted for one class of travel, either from Economy Class to Business Class or from Business Class to First Class*. Upgrades are permitted from eligible fares only.

"Our frequent flyers have always told us that upgrading using miles across the entire alliance is one of the highest sought after benefits. Hence, by now offering Star Alliance Upgrade Awards across all flights in the Americas we further increased the attractiveness of our Alliance product," said Vice President Commercial, Star Alliance, Christopher Korenke. "We are working on getting the remaining Star Alliance member carriers into the product as soon as possible."

Star Alliance, the way the Earth connects, is the first global airline alliance to offer such a product, which is now available to the FFP members of Air China (PhoenixMiles®), Air Canada (Aeroplan®), Air New Zealand (Airpoints®), ANA (ANA Mileage Club®), Asiana Airlines (Asiana Club®), Austrian (Miles & More®), Brussels Airlines (Miles & More®), Continental (OnePass), LOT Polish Airlines (Miles & More®), Lufthansa (Miles & More®), SAS (EuroBonus®), Singapore Airlines (KrisFlyer®), SWISS (Miles & More®), TAM (Fidelidade), TAP Portugal (Victoria®), THAI (Royal Orchid Plus®), Turkish Airlines (Miles & Smiles®), United (Mileage Plus®) and US Airways (Dividend Miles®).

With the latest additions, all five Star Alliance member airlines based in the Americas now offer this product.

Since its inception in 1997, emphasis has been placed by the Star Alliance network on adding value to each member carrier's FFP by offering alliance-wide benefits to customers. For instance, Star Alliance was the first airline alliance to offer harmonised benefits for both Gold and Silver Card holders across the network, which include:

Priority Check-In

Star Alliance Gold members can make use of separate check-in desks.

Priority Waitlist

Star Alliance Gold and Star Alliance Silver members receive priority waitlisting if the desired flight is already fully booked.

Priority Airport Standby

Star Alliance Gold and Star Alliance Silver members receive priority standby listing if they arrive at the airport without any reservation for a specific flight (subject to local regulations).

Lounge Access

Star Alliance Gold members have access to more than 970 lounges at airports around the world.

Priority Baggage Tags

Star Alliance Gold members are entitled to priority baggage service across the network.

Increased Baggage Allowance

Star Alliance Gold customers are entitled to one additional piece of checked baggage (piece concept) or an additional 20 kilos (weight concept).

Moreover, Star Alliance is currently the only alliance that provides customers with one point of contact to book and ticket award travel on all other Star Alliance carriers.

* Note: not all participating carriers offer First Class. On certain flights offering First and Economy Class only, upgrades from Economy to First are possible.

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognised by numerous awards, including the Air Transport World Market Leadership Award, Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, Blue1, bmi, Brussels Airlines, Continental Airlines, Croatia Airlines, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Air India, Avianca-TACA, Copa Airlines and Ethiopian Airlines have been announced as future members. Overall, the Star Alliance network offers 21,000 daily flights to 1,160 airports in 181 countries.

About Air Canada:

Air Canada received top honours in *Business Traveler* magazine's Best in Business Travel 2010 annual reader survey, winning five awards: Best Flight Attendants in North America, Best In-flight Services in North America, Best North America Airline for Business Class Service, Best North American Airline for International Travel, and Best Airline Web Site. Readers of *Global Travel magazine* voted Air Canada Best Airline in North America, for the sixth consecutive year in their 2010 reader survey. Air Canada was named Best Airline North America in a worldwide survey of more than 17 million air travelers conducted by independent research firm Skytrax for its *2010 World Airline Awards*. Air Canada was named Canada's Preferred Airline by frequent business travellers in the 2010 Ipsos Reid Business Traveller Survey.

Air Canada is Canada's largest domestic and international full-service airline providing scheduled and charter air transportation for passengers and cargo from 60 communities large and small across Canada to more than 175 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and serves 31 million customers annually. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,172 airports in 181 countries. Air Canada customers can collect Aeroplan miles for future rewards through Canada's leading loyalty program, and Top Tier members enjoy reciprocal frequent flyer benefits including lounge and priority services.

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