



AIR CANADA

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AIR CANADA VACATIONS IS FIRST CANADIAN TOUR OPERATOR TO GO MOBILE

MONTREAL, April 20 /CNW Telbec/ - Air Canada Vacations became the first tour operator in Canada to offer customers a free mobile application for Apple® and BlackBerry® devices. Air Canada Vacations mobile is a component of Air Canada's three-in-one mobile app, available on mobile.aircanada.com, which also features apps for AirCanada and Air Canada Cargo. More than 150,000 downloads of the Air Canada Vacations app have already been registered since it was launched April 12th.

The Air Canada Vacations app gives mobile customers access to their Air Canada Vacations bookings, including flight information, flight tracking notifications, online check-in and many more flight-related features. What's unique about Air Canada Vacations mobile is that it provides Air Canada Vacations' Top 10 Deals of the Day, as well as vacation package and destinations search functions, with access to hotels, car rentals and everything customers need to plan their next vacation. Other features of the Air Canada Vacations app include creating and managing a vacation wish list, providing feedback to the Air Canada Vacations team and once a vacation package is booked, customers can count down to their upcoming vacation.

"We're excited to be the first Canadian tour operator to offer a mobile application," said Zeina Gedeon, President and CEO, Air Canada Vacations. "We have been at the forefront of web-based and social media innovation. Air Canada Vacations' website is very popular and we have a strong social media following, and with this mobile application we can be even closer to our customers. Air Canada's user-friendly app for Apple and BlackBerry devices has received great reviews in addition to winning several awards."

"With the launch of the Air Canada Vacations component of our free app, we have hit another home run for mobile.aircanada.com, extending the convenience and interactivity of Air Canada's mobile services to a whole new set of customers," said Ben Smith, Executive Vice President and Chief Commercial Officer, Air Canada. "Air Canada is proud to remain at the forefront of mobile travel innovations, making sure real-time flight information and much more is at our customers' fingertips when they need it."

Air Canada Vacations' new mobile application is easily accessible. To download Air Canada's three-in-one app for Apple® iPhone™/iPod touch® and BlackBerry® mobile devices simply go to mobile.aircanada.com. If you already have the AirCanada app, a quick update will provide access to the new Air Canada Vacations (and/or Cargo) components.

Air Canada Vacations offers non-stop flights aboard AirCanada from major Canadian cities, Executive Class® service, convenient connections from over 65 Canadian cities, on-demand seat-back entertainment from gate to gate on most flights, web or mobile check-in and Aeroplan® Miles. Visit [Air Canada Vacations](http://AirCanadaVacations) for more information or to book travel.

ABOUT AIR CANADA VACATIONS

Air Canada Vacations is a leading Canadian tour operator offering a wide assortment of leisure travel packages including cruises and tours. All packages include accommodation, Aeroplan Miles and roundtrip airfare aboard Air Canada and its Star Alliance partners. Repeat recipient of the Consumer's Choice Award for Best Travel Wholesaler, Air Canada Vacations services over 100 destinations in the Caribbean, Central & South America, Asia, the South Pacific, Europe, and in the U.S. ACV & Me is the only recognition program for travel professionals in Canada to offer Aeroplan Miles.

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 Traveler* 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 is Canada's largest domestic and international full-service airline providing scheduled and charter air transportation for passengers and cargo to more than 175 destinations on five continents. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,160 destinations 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. For more information on Air Canada visit aircanada.com and follow

@AirCanada on Twitter and Facebook.

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