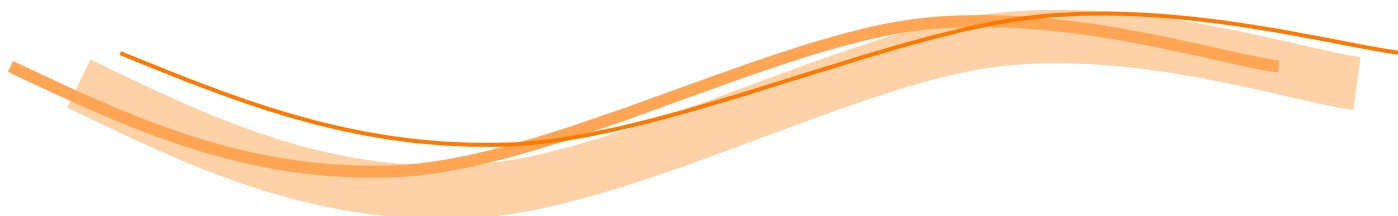




AEROPLAN





AEROPLAN	<p>Aeroplan is a means of making places accessible. A way to travel more often than you might otherwise be able to do, or to dare to dream of a trip that otherwise might be out of reach. And in particular a way to travel smart, to make your travel give back to you, and it's even a way to help your travel give back to the planet.</p> <p>Aeroplan now has more than 5 million members who have accumulated approximately 1.3 trillion miles and redeemed for more than 21 million seats to over 1,300 destinations worldwide. In fact rewards are now so achievable that in 2015 approximately 2.6 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers to more than 1,300 destinations worldwide. One more astonishing fact - an Aeroplan member takes off on average every 20 seconds thanks to their miles.</p> <p>Aeroplan members can earn miles with 150 Aeroplan partner brands as they make everyday purchases big and small. And members can redeem their miles against an ever increasing number of rewards. Members can earn miles at retailers such as Sobeys, Uniprix, and Esso as well as by using an Aeroplan affiliated credit card – not just by flying with Air Canada. And members can redeem miles, for example, on hotel stays, car rental, gift cards, merchandise and experiences – not just flights.</p> <p>In addition to flights, member also have access to over 1,000 experiential and merchandise rewards as well as hotel and car rentals. Since launching the merchandise, hotel, car rental and experiential rewards in 2004, more than 96 billion Aeroplan Miles have been redeemed for non-air rewards.</p> <p>In 2015 Aeroplan issued an average of 7,159 rewards per day, equal to approximately one reward every 12 seconds. Approximately 2.6 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers.</p>
Canada's leading Loyalty rewards program	<p>Aeroplan now represents Canada's most accessible Business Class and Economy flight rewards. And frequent seat sales provide even greater value. Aeroplan also offers the most flexible flight rewards – members can change flights up to 2 hours prior to departure and get a full refund up to 22 days prior. They can also take two stop overs as part of their trip at no extra charge.</p> <p>Technology investments and the comprehensive and easy to use functionality of www.aeroplan.com mean that flight redemptions are now very seamless online. Aeroplan Members get self-service access to</p>

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	<p>access to more flight seats than ever before plus improved value, including last minute availability. Plus it is now possible to shop online, for instance through Aeroplan partner www.shop.ca and at Aeroplan's eStore, and earn Aeroplan Miles.</p>
<p>Aeroplan Miles give back</p>	<p>Aeroplan have worked hard over their 30 years to build more sustainable elements into the program.</p> <p>There is a whole section of eco-friendly rewards in the catalogue such as a folding electric bike, refurbished electronics and organic products produced using sustainable practices.</p> <p>The Carbon Offset Program allows Aeroplan Members to offset their carbon footprint using Aeroplan Miles. There are two ways to offset flight rewards using Aeroplan Miles. Members may offset each flight when they book a flight reward online. Or redeem their miles for carbon offsets anytime through our online Activities and Merchandise rewards catalogue on Aeroplan.com. The carbon offset credit available for 7,500 Aeroplan Miles is equal to 3.2 tonnes, equivalent to approximately: one transcontinental 2-way flight; one year of driving a small car; or six months of home energy use for an average family. Members have redeemed approximately 213 million Aeroplan Miles for carbon credits in the Carbon Offset program.</p> <p>Aeroplan Miles can also do good in the world. The “Beyond Miles” program allows members to donate to charities such as War Child Canada and Médecins sans Frontières. To date donations have reached over 530 million miles and Aeroplan frequently has promotions where they will match member donations to double the impact of their giving.</p> <p>Members can also create a pooling account for a charity in their community, promote the opportunity to donate - and then miles accumulated can all be used for that charity. There are more than 450 active accounts currently in the pooling program.</p>
<p>Earning Aeroplan Miles</p>	<p>Wherever you plan to go - or dream of going – Aeroplan has a way to get you there. Aeroplan Miles are being used every minute of every day for travel and to reward Aeroplan members with treats from gift cards to an extraordinary experience. Your Aeroplan Miles are like the Genie who grants your special wishes - from exciting trips to small indulgences. So the important thing is to maximize the number of points that you rack up so that you earn rewards faster.</p> <p>Here are some tips to accelerate you towards your goal</p> <p>If you aren't a member then you can't earn Aeroplan Miles – so if you</p>

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don't have an Aeroplan card you can **sign up** at www.aeroplan.com or at many of the retail locations where you can earn miles.

One of the most straightforward ways is to earn Aeroplan Miles when you **buy flights with Air Canada** and its 27 Star Alliance Partners. Always make sure you enter your Aeroplan Card number when you book or show your card when you check in to ensure you get your miles.

If you are booking a package vacation with **Air Canada Vacations** then you collect miles as well and, as it is a large transaction, you will likely earn lots of miles. So make sure your Travel Agent takes your Aeroplan number and enters it on the booking to get you your miles.

Hotel stays can also earn you Aeroplan Miles when you stay with Best Western, Fairmont, Hilton, Le Meridien, Sheraton, W Hotels, Westin ... just to name a few. Check out all the participating hotels at www.Aeroplan.com . And make sure you enter your Aeroplan number when you book, or show your card at reception, to collect your miles.

You can also earn when you **rent a car** with Avis or Hertz – and even when you park at select Airports with ParkNFly in Toronto, Aeroports de Montreal in Montreal and Vancouver International Airport parking!

An exclusive booking service for members called **Destination Miles** allows you to earn miles when you book hotel or car rental – on top of the miles you earn from the hotel and car partners themselves. It acts as a travel agency and you earn 1 mile for every dollar you spend. Book online or via the phone – find all the details at www.Aeroplan.com/destinationmiles .

You can also earn in **retail stores** when you shop for everyday items – it's not just when you travel. Partners such as Esso, Home Hardware, Primus Canada and UPS..... the list covers all sorts of areas. For example, did you know you can earn miles when sending flower bouquets or gift baskets for the holidays with their partner FTD?

Or you may know that you can earn miles on gas but what you might not know is that you can earn even more miles when you purchase Extra Grade gasoline and Supreme Grade gasoline at Esso. Another neat way to earn miles is through FYIDoctors, Canada's largest independent eye care services company in which you can earn miles on eye exams and eye care purchases. Again show your Aeroplan card when you buy to make sure the transaction earns you miles! And there is also a handy partner locator on the website to find your nearest retail store for any

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	<p>given partner where you can earn Aeroplan miles.</p> <p>If you are buying higher price electronics goods – even buying a Toyota or Volvo car - you can earn Aeroplan miles. Aeroplan has just announced a new partnership with Toyota Canada. Members will be able to earn Aeroplan Miles on a test drive, purchase of a Toyota or Scion vehicle as well as for servicing and upgrades. You can also earn miles throughout your entire automotive journey with Volvo as well. The trick is to keep checking the Aeroplan site before you buy to see if there is a way to earn miles on your purchase.</p> <p>You can earn Aeroplan Miles at online stores such as Hudson’s Bay, Indigo, Sephora, EBay, the Apple Store, Kobo, Roots, SONOS, Garmin – even some US retailers like J Crew and LL Bean. The list goes on and on... Aeroplan's eStore lists many of the online retailers for you – you simply log in to eStore with your Aeroplan number and then link through to their site to shop and automatically earn your miles.</p> <p>Shop.ca is a large online retail site offering a wide range of goods and another great way to earn miles when you shop online. Add your Aeroplan Number to your Shop.ca Account to start earning Aeroplan Miles on every purchase! Buy everything from clothing to accessories to pet supplies to computers....</p> <p>There is no doubt that one of the quickest and easiest ways to earn Aeroplan Miles is to use a credit card that gives you Aeroplan Miles for every dollar that you spend. That is so easy – you just use the card and automatically earn the miles and you can’t forget. And it covers everything that you buy on the card.</p> <p>Once you have an Aeroplan affiliated credit card you have the chance to earn miles not once but twice on every transaction. So if you book a flight or a hotel room that qualifies you to earn Aeroplan Miles, or you fill up your car at Esso, or shop at Shop.ca – use your Aeroplan Credit Card to pay. That way you earn miles once with the retail partner and then a second time from the credit card provider.</p> <p>TD is the bank offering Aeroplan Credit cards as well as AMEX and CIBC. There are a whole range of different cards with different benefits so you can be sure to find one that suits you.</p>
Aeroplan Rewards	<p>Anything that helps people attain their travel goals has got to be a good thing - and what’s not to love about treating yourself by using Aeroplan Miles? Getting rewards with Aeroplan Miles is all about guilt-free indulgence and getting something for nothing! Check out</p>

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www.aeroplan.com to see all that is on offer!

Travel Rewards

The reward that perhaps most people think about is flights, and you can fly to over 1,300 destinations with over 27 World-class airlines – so there is lots of choice!

The important thing when you choose a loyalty program is to pick the program with the greatest number of seats available and which gives you the best value for your miles. With Aeroplan you get the best of all possible worlds with two options when you redeem:

ClassicFlight Rewards (Best Value)

ClassicFlight Rewards offer you great value with Air Canada and Star Alliance member airlines at low fixed mileage levels.

Market Fare Flight Rewards (Greater Availability).

Market Fare Flight Rewards offer you greater availability on flights operated by Air Canada, Air Canada Express and Air Canada rouge at variable mileage levels.

Market Fare Flight Rewards are derived from market fares at the time of booking and the conversion of these fares into mileage levels.

Other Travel Rewards

There are other rewards beyond flights that can enhance your travel plans – for instance an airport lounge pass, a duty free voucher to use on board Air Canada, a hotel stay or a car rental.

It could be you redeem your miles for a duty free voucher to use on board Air Canada.

Maybe you redeem your miles towards a portion of a cruise booked with Expedia® CruiseShipCenters.

Or maybe you redeem your miles for an activity or entertainment at your destination. It could be admission to San Diego Zoo or a Toronto CityPASS or a Cirque Du Soleil gift card there are many options.

The nice thing is that many rewards are gift certificates – so you can give the gift of travel to someone else rather than use it yourself.

Non Travel Rewards

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	<p>Rewards don't have to be travel related - there are more than 1,000 other Aeroplan rewards to choose from. Here are just a few examples of other uses of your Aeroplan Miles:</p> <p>Redeeming for gift cards can be a great way to use your miles and they also make great Holiday gifts. You can redeem for gift cards from Starbucks, iTunes, Cineplex, Toys'R'us – and many more. Use your miles to treat someone you love with gift baskets.</p> <p>There is also a huge selection of rewards to choose from electronics such as tablets, phones or TVs, kitchen appliances, merchandise for home and bath, garden and patio and more.</p> <p>Members can redeem 35,000 Aeroplan Miles through their partnership with Higher Ed Points which can be used to help offset University and College tuition, meal plans and/or residence fees in Canada. The miles translate into \$250 which can be used at participating universities in the Higher Ed Points program such as York University, University of New Brunswick, Bishops University, Western, George Brown College, Sheridan College and many more.</p> <p>Members can even use their miles for other “green rewards”... there is a whole section of eco-friendly rewards in the catalogue. Here are a couple of current examples as at November 2016:</p> <ul style="list-style-type: none"> - A folding electric bike for 241, 500 Aeroplan Miles. - Konifer eco-friendly watch for 17,500 Aeroplan Miles made from natural maple wood
<p>Distinction Status</p>	<p>For members who collect a significant number of Aeroplan Miles each year a new program, Distinction, will enhance the whole Aeroplan experience. Top accumulating members enjoy preferential mileage levels for redemption, bonus mile offers and exclusive privileges.</p> <p>Distinction levels are achieved based on miles earned across all coalition partners including airline, travel, retail and financial card partners. And the higher your Distinction level, the greater the benefits you'll enjoy. You qualify for dSilver by collecting 25,000 eligible miles between Jan and December of one year. dBlack is achieved by collecting 50,000 eligible miles and dDiamond by collecting 100,000 miles in the same time period.</p> <p>Once they qualify, Distinction members receive between 20 – 35% off flight redemptions. They also receive exclusive bonus mile offers and dDiamond members get preferential treatment at Aeroplan Contact Centres.</p>

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	<p>dExclusives Distinction members can also bid miles on dExclusives – which are one-of-a-kind experiences and items offered through an exclusive online auction site. The kinds of rewards in the auction range from once-in-a-lifetime trips to tickets to some of the most exciting events in town, to highly coveted collectibles that money can't buy like autographed guitars by music greats. Here are a few of examples of current dExclusives:</p> <p>Escapes Ultimate Miami deep sea fishing experience – a weekend stay in Miami with a private, luxury fishing charter In The City</p> <p>Tickets to "An Evening with Rod Stewart" exclusive event, including a 45 minute live TV interview with Rod Stewart and a two song performance at CBC's The Glen Gould Studios. Collectables</p> <p>One of a kind Jann Arden signed Epiphone acoustic guitar</p>
<p>New with Aeroplan</p>	<p>Aeroplan has changed their flight rewards to make seats on Air Canada more available for members wanting to fly using their miles.</p> <p>There are two options now:</p> <ul style="list-style-type: none"> - Aeroplan's Fixed Mileage (formerly called ClassicFlight) Rewards and Market Fare Flight Rewards. - Fixed Mileage Flight rewards, which offer industry-leading value at a fixed mileage level – meaning the mileage is always the same. An example would be 15,000 miles for a short-haul Economy flight from Toronto to New York City or 25,000 miles for a long-haul Economy flight from Montreal to Los Angeles. - If members do not find a Fixed Mileage Flight Reward option that meets their needs, Market Fare Flight Rewards, provide Aeroplan Members with access to any available seat on Air Canada at competitive mileage levels that vary based on market fares. - Even better, Distinction members enjoy reductions of up to 35% on every seat, every day. - Aeroplan has introduced one-way Fixed Mileage Flight Rewards at

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	just 50% of the roundtrip miles required for flights between international destinations. This is a great deal as one way flights are usually more expensive.
Goal Setter	<p>By better understanding what their members want to do with their miles, Aeroplan is better placed to help them reach their goals.</p> <p>Once you've shared your goal(s) with them, they will use this information to better tailor your experience in the program by personalizing the communications and offers you receive from Aeroplan to help you reach your goals faster.</p> <p>So this is like your personal bucket list – and Aeroplan will send you tips on how to achieve your own personal trip.</p> <p>They will send advice and offers that will help you accumulate more miles. Such as for instance – you don't have to earn miles through taking Air Canada flights. You can also earn miles through everyday purchases such as gas at your local Esso station.</p> <p>And one of the best ways to accumulate miles quickly is to get a credit card that gives you Aeroplan miles on every purchase that you make.</p>
Booking Flight Rewards	<p>All rewards may be booked 24 hours a day, 7 days a week, via the website at www.aeroplan.com .</p> <p>If you have questions or a more complex route, members can call Aeroplan's Contact Centre at 1-800-361-5373 from 7am until midnight ET. Tip: the best days to call are Tuesdays and Thursday and the best times to call are between 2pm to 5pm ET (Tuesday to Friday). Also, if you enter your Aeroplan number when you call in, you can hear your approximate wait time up front.</p> <p>Aeroplan also have a special section on Aeroplan.com designed to assist members with answers to frequently asked questions.</p>
Fuel Surcharges	<p>Aeroplan's policy on fuel surcharges is consistent with most major international carriers and other loyalty programs: Aeroplan will apply, on Air Canada's behalf, a carrier surcharge for flight rewards on applicable Star Alliance member airlines. These amounts are usually determined by market and by class of service. The amount of carrier surcharges applied on Air Canada's behalf is determined by each airline and the surcharge will only be applied for carriers that already apply the surcharge to their own frequent flyer program tickets. Aeroplan applies those amounts which it is legally and contractually obligated to on its tickets. It's important to note that carrier surcharges are a direct pass through to the ticketing carrier (Aeroplan neither collects nor remits fuel surcharges). All tickets booked by other loyalty programs in Canada are also subject to these taxes, fees and surcharges, where applicable.</p> <p>Aeroplan now give you a choice...</p> <p>You can still pay for taxes and surcharges with money.</p>

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	But now you also have the option to use more miles and cover the taxes and fees as well.
Expiry Policy	<p>Aeroplan has a 12-month expiry policy: mileage will expire in accounts that have had no accumulation or redemption activity in the previous 12 months. In other words, members must have one qualifying transaction (by either earning or using miles) within a 12-month period to ensure their accounts stay active.</p> <p>To ensure Aeroplan Member accounts stay active, all it takes is one qualifying transaction (either by earning or redeeming miles) every 12 months. It's as simple as filling up your car with gas from Esso once or using an affiliated Aeroplan credit card, staying at a partner hotel etc. So you don't need to fly off somewhere with Air Canada to preserve your miles... Filling up one tank of gas and earning miles. Or donating some miles maybe. Or redeeming miles to send flowers to a friend. All of these would qualify to keep your Aeroplan account active.</p>
Online contacts	<p>Website: www.aeroplan.com</p> <p>Become aa Aeroplan member: https://www4.aeroplan.com/enroll.do</p> <p>Connect with Aeroplan on facebook: https://www.facebook.com/aeroplan</p> <p>Follow Aeroplan on Twitter: https://twitter.com/aeroplan</p> <p>Earn Aeroplan miles when you shop online at eSTORE Aeroplan: https://www4.aeroplan.com/estore/www.shop.ca</p> <p>The Aeroplan mobile app helps you keep track of all your activity – access your account, set goals and locate a retail partner giving Aeroplan miles... They have an Android and Blackberry app and they're working on new enhancements on the app so stay tuned.</p>

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