

Media Advisory



Groupe Aeroplan to host Investor Day in Toronto

Toronto/Montreal, December 7, 2009 – Groupe Aeroplan Inc. will hold an Investor Day to discuss its acquisition of Carlson Marketing.

Date: Thursday, December 10, 2009

Time: 10:00 a.m. - 3:00 p.m. ET

Webcast: A live audio webcast will be available at:
www.meetview.com/GroupeAeroplan_Investor_Day_English

Audio Conference Call: Investors and Analysts can call 1-888-575-5160 or 416-764-8633.

Replay: An archived video webcast will be available at
www.groupeaeroplan.com/pages/invEvents.php following the original broadcast.

Slides: A slide presentation intended for simultaneous viewing with the webcast and conference call will be available the morning of December 10, 2009 at
www.groupeaeroplan.com/pages/invEvents.php

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is the global leader in loyalty management. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program, Carlson Marketing, an international loyalty marketing services, engagement and events provider headquartered in the US, as well as Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates LMG Insight & Communication, a customer-driven insight and data analytics business offering international services to retailers and their suppliers.

For more information about Groupe Aeroplan, please visit www.groupeaeroplan.com.

-30-

For more information, please contact:

Media

Michèle Meier
514-205-7028
michele.meier@aeroplan.com

Analysts and Investors

Trish Moran
416-352-3728
trish.moran@aeroplan.com

JoAnne Hayes
416-352-3706
joanne.hayes@aeroplan.com