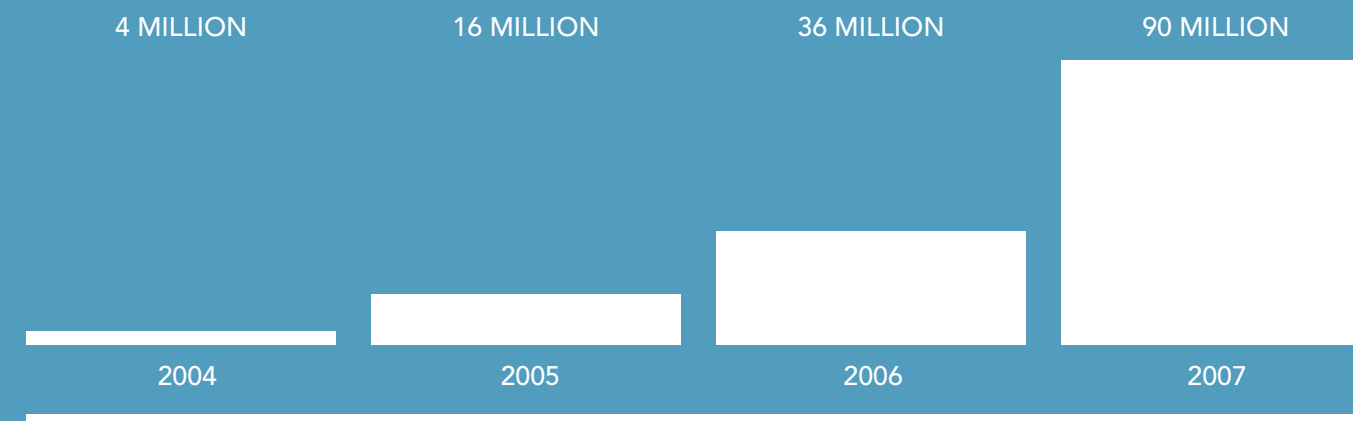


2007 HIGHLIGHTS

- 2007 was a momentous year for Community Investment at Aeroplan. *Beyond Miles* celebrated its first anniversary on May 17, marked by a *Mileage-Multiplying Day* where Aeroplan, its partners and members joined together to raise more than 28 million Aeroplan Miles.
- The generosity of Aeroplan Members continued to grow in 2007. Overall, members donated more than 90 million miles to Aeroplan's Community Investment programs; a 153% year-over-year increase.

DONATED AEROPLAN MILES



Aeroplan is proud to report that 100% of all donated miles went directly to the respective cause with no cost to the donor or recipient organization.

- 2007 marked a first for the loyalty industry with the launch of Aeroplan's Carbon Offset Program that enables Aeroplan Members to offset emissions generated by their flights and everyday activities. The offset program is a major component of Aeroplan's Green It Up initiative, focused on greening-up the world of Aeroplan's employees, members and partners.
- Internally, Aeroplan employees remained focused on giving back to their communities by donating approximately 2,000 hours to local charities during Tangerine Community Weeks. Twice a year, Aeroplan employees can dedicate four hours of their paid work time to causes of their choice.
- Aeroplan is a member of the Canadian Business for Social Responsibility (CBSR), a non-profit, business-led, national membership organization of Canadian companies who have made a commitment to operate in a socially, environmentally and financially responsible manner, and who recognize the interests of their stakeholders including investors, customers, employees, business partners, local communities and the environment and society at large.

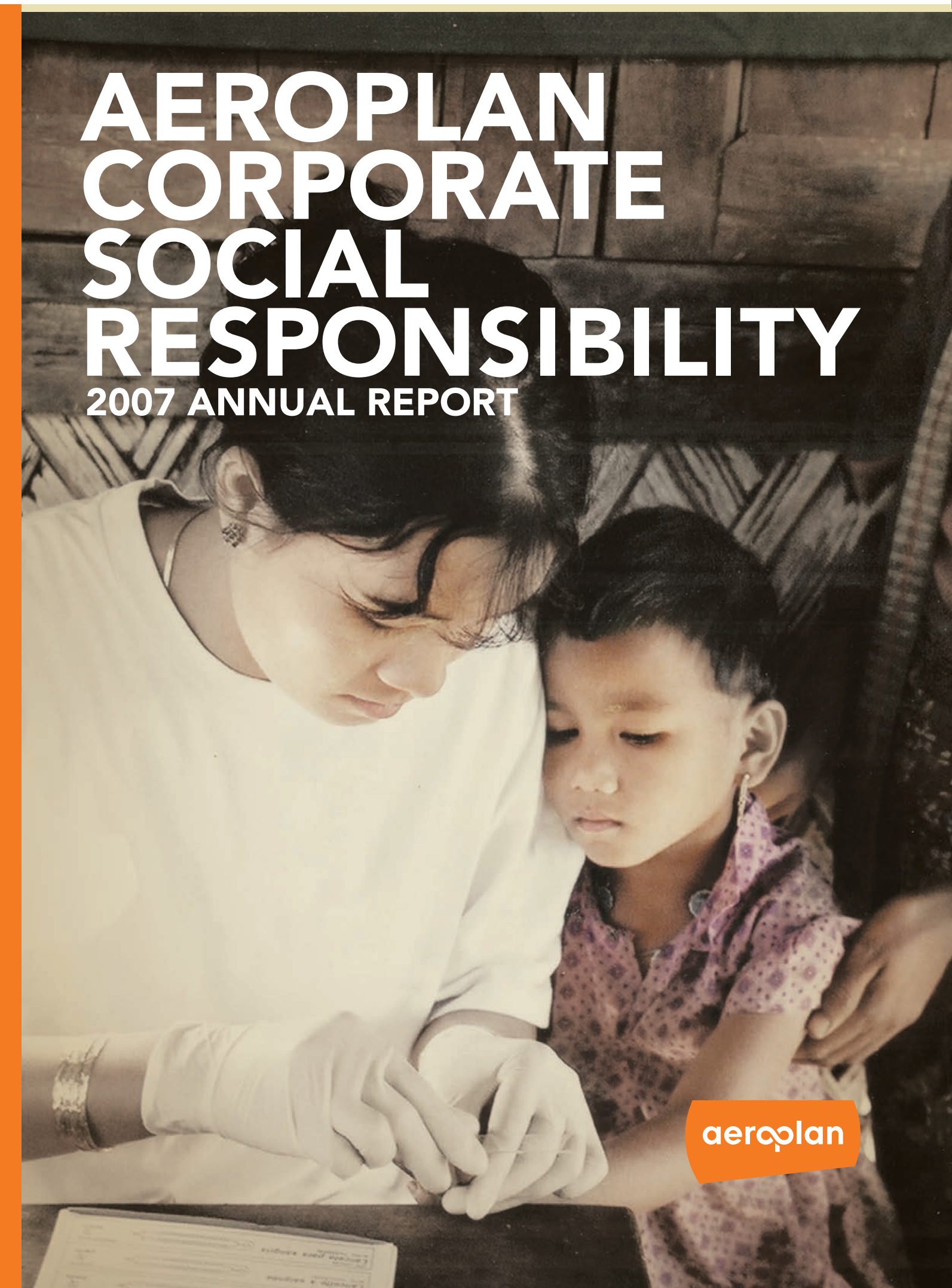


www.aeroplan.com/donate
www.aeroplan.com/rewards/carbonoffsetcredit/details.do

HOW TO GET IN TOUCH WITH AEROPLAN COMMUNITY INVESTMENT
AEROPLAN COMMUNITY INVESTMENT 50 BAY ST., 8TH FLOOR TORONTO, ONTARIO, M5J 2X3

Cover photo by: Francesco Zizola/Noor

AEROPLAN CORPORATE SOCIAL RESPONSIBILITY 2007 ANNUAL REPORT



BEYOND MILES

In 2007, Aeroplan Members generously donated more than 65 million Aeroplan Miles to the seven partners of the *Beyond Miles* program, compared to 23 million in 2006. The donated miles greatly helped partners offset costs related to travel, an expense that is fundamental to the *Beyond Miles* partners' success.

2007 also marked the successful first anniversary of *Beyond Miles*. To celebrate this milestone, Aeroplan held a *Mileage-Multiplying Day* where over 28 million Aeroplan Miles were raised. Aeroplan matched all member donations and Aeroplan partners, Aeromove, Air Canada, Avis Car Rental, Fairmont Hotels & Resorts and National Car Rental, all contributed donations. AMEX and CIBC renewed their program launch donation of 2.1 million Aeroplan Miles each.

Below are examples of how the *Beyond Miles* partners used Aeroplan Miles in 2007:

AIR CANADA KIDS' HORIZONS

In 2007, Air Canada's Kids' Horizons used miles to lead several initiatives that wouldn't have been possible without the donations made by Aeroplan Members. Approximately 26 million Aeroplan Miles were redistributed to various pediatric hospitals throughout Canada; many of those miles helped transport children to hospitals to receive medical care not available in their local communities. Aeroplan Miles were also donated to the following charitable organizations: Children's Miracle Network, Hope Air, Breakfast Clubs of Canada, Starlight Starbright Foundation Canada, Street Kids International and Spread the Net.



VETERINARIANS WITHOUT BORDERS

Veterinarians Without Borders (VWB) had an exciting 2007 as they continued to develop partnerships and projects to foster the health of animals and the environment within communities around the world. VWB made valuable use of more than three million Aeroplan Miles, flying their members and partners to projects, meetings and training courses in Barbados, Canada, China, Guatemala, Kenya, South Africa, South East Asia, Tanzania, Thailand, Togo and Zimbabwe. VWB also helped seven students volunteer on animal-health related projects in Indonesia, Madagascar, Kenya, Tanzania, Thailand and Uganda.



SCHOOLS WITHOUT BORDERS

Schools Without Borders (SWB) used Aeroplan Miles to support international exchanges between young leaders in Toronto and Rio de Janeiro, Brazil. Youth from Toronto's communities witnessed some of the world's most innovative community projects, such as *Soldiers Never More*, which was created to help Brazilian youth escape the pull of gangs and drugs that plague Rio's shantytowns and emerge as tomorrow's young leaders. With a focus on building learning programs youth can love and identify with, SWB also ran film camps in Northern Ontario, supported young women's projects in Botswana and Kenya, and began the construction of a media arts centre in Rio de Janeiro.



STEPHEN LEWIS FOUNDATION

In 2007, Stephen Lewis Foundation (SLF) used more than seven million donated miles for field visits to projects in 15 countries across sub-Saharan Africa. SLF now supports more than 140 grassroots HIV/AIDS initiatives for women, orphans, grandmothers and others living with HIV and AIDS. For example, SLF's *Grandmother's Campaign*, created to support Africa's grandmothers who deal with the aftermath of HIV/AIDS, used Aeroplan Miles to fly 19 African grandmothers across Canada to meet with fellow Canadian grandmother groups. Speakers' Bureau training sessions were also held for more than 210 Canadian grandmothers, giving them the tools to create awareness of the *Grandmothers Campaign* in their own communities.



MÉDECINS SANS FRONTIÈRES

Using donated miles, Médecins Sans Frontières (MSF) flew staff to field projects in Haiti, Colombia and Nigeria to perform medical humanitarian relief work and advocacy initiatives. With the help of Aeroplan Miles, MSF also created a documentary and photo exhibit to raise awareness of the situation pregnant woman face in the slums of Port-au-Prince, Haiti. A total of eight million Aeroplan Miles were used for travel, allowing MSF to allocate more funds to respond to the needs of people in times of crisis.



CANADIAN EXECUTIVE SERVICE ORGANIZATION

Canadian Executive Service Organization (CESO) continues to facilitate economic development through the transfer of commerce knowledge and skills by their Volunteer Advisers to global business owners and operators. In 2007, CESO used approximately four million Aeroplan Miles to fly their Volunteer Advisers to assignments in Armenia, Georgia, Russia, Serbia, and Ukraine. The sharing of professional skills ranged from providing fundraising advice to a Russian nongovernmental organization, and helping a language school in Serbia improve its performance, to working with a children's rehabilitation centre in Ukraine to increase the efficiency of its services.



ENGINEERS WITHOUT BORDERS

Engineers Without Borders (EWB) used donated Aeroplan Miles in 2007 to send 75 volunteers to sub-Saharan Africa to assist with water, sanitation and agriculture projects, as well as the creation and management of small businesses. In Malawi, an EWB volunteer managed the Masinda Starch Factory which became the country's first factory of its kind and the region's only employer for Malawi's mass of small-scale farmers. EWB volunteers also worked to improve the health of local residents in Burkina Faso, Ghana, Malawi and Zambia through a number of partnerships that focused on improving access to safe water, adequate sanitation and hygiene education.



GREEN IT UP – AEROPLAN'S NEWEST INITIATIVE

Aeroplan's Green It Up program, introduced in 2007, includes various internal and external environmental initiatives such as the Carbon Offset Program which allows Aeroplan Members to offset their flight rewards and everyday activities using Aeroplan Miles.

A loyalty industry first, Aeroplan's Carbon Offset Program allows members to offset flights when completing reward bookings online at aeroplan.com or redeem miles for carbon credits found in its online Activities and Merchandise catalogue.

Aeroplan launched the Carbon Offset Program by contributing more than 2.5 million Aeroplan Miles to the Carbon Reduction Fund, an independent, non-profit organization with the mission of funding only the highest-quality offset projects. Aeroplan's partners, American Express and CIBC, each contributed two million Aeroplan Miles. Aeroplan matches miles redeemed for carbon offsets by 20% and transfers the total sum to the Carbon Reduction Fund.

Aeroplan also offers an interesting, and continually expanding, roster of eco-friendly non-air rewards, including housewares, games, fashion, travel accessories and even electric scooters.

Aeroplan has launched the following internal initiatives as part of its *Green It Up* program: Aeroplan has committed to offsetting 100% of its employees' business travel; it has launched a "Do not Print" campaign and enhanced recycling services; and Aeroplan employees are rewarded for taking public transit to work.

In addition, adhering to the new *Green It Up* philosophy, of the approximately 10 million direct marketing pieces Aeroplan produced in 2007, 11.5% were printed on eco-friendly paper. For 2008, Aeroplan plans to print approximately 40% of its direct marketing materials on eco-friendly paper and will continue to increase that number in 2009.

These examples are just the beginning as Aeroplan continues to add more programs and initiatives to fulfill its commitment to the environment.

CHARITABLE POOLING

The *Charitable Pooling* program was created to help local charities and organizations collect Aeroplan Miles to support individuals, families and communities in need. The Aeroplan Miles collected are transferred, at no cost, into a specially created account.

There was remarkable year-over-year growth in the Charitable Pooling program, with 120 new Charitable Pooling accounts opened in 2007 and 25 million Aeroplan Miles donated, an increase of 184% over 2006.

AEROPLAN'S EMPLOYEE ENGAGEMENT

Aeroplan strongly encourages employees to support their communities. Through the *Miles in Action* program, 500,000 miles were used as raffle prizes to support employees' community initiatives. The *Miles at Hand* program provided another half a million miles to help employees in times of personal need.

2007 also brought exciting opportunities to six Aeroplan employees, who embarked upon the experience of a lifetime travelling, as observers to Rio de Janeiro with Schools Without Borders, to Ghana with Engineers Without Borders, and to the Philippines with Canadian Executive Service Organization.