

### **Groupe Aeroplan provides details on launch of loyalty coalition program in Italy**

**Montreal, QC, February 8, 2010** — Groupe Aeroplan Inc. (TSX : AER) today announced details on the planned launch of its new coalition loyalty program in Italy bringing together a number of high-end commercial partners in the retail, service and financial sectors.

The corporation confirmed that it will launch Nectar Italia on March 1, 2010, in partnership with Oney Banque Accord, a leading financial institution with more than 6.2 million clients in Europe. Groupe Aeroplan will have a majority 75% ownership in the new program with Oney Banque Accord owning the remaining 25%.

Nectar Italia is modelled on the successful Nectar coalition loyalty program that has signed up more than 50% of households in the UK. It will offer Italian consumers the opportunity to earn points at more than 5,000 retail outlets throughout Italy. Members will be able to redeem points for a wide range of rewards.

At launch, the partners in the Italian coalition will include:

- Simply Sma stores, the number three grocer in Italy with 275 proprietary stores and 725 franchises branded Punto, Simply, Ipersimply, Sma, Cityper
- Auchan Hypermarkets with 50 stores nationwide
- Api Ip, one of the largest networks of fuel stations in Italy with 4200 stations
- So Oney which will launch the Nectar Italia co-branded credit card alongside its existing credit and charge cards
- UniEuro, electronics and electrical goods retailer with 97 direct stores and 70 franchises
- PC City, the IT specialists operating as a sister brand to UniEuro
- Hertz, Car Rental company with 230 agencies in Italy

In addition to these high-street retailers, Nectar Italia will also offer online retailers and its own credit card for consumers to earn Nectar Italia points.

“We’re delighted to be launching Nectar Italia with such a strong coalition of leaders in their respective industries,” said Rupert Duchesne, President and Chief Executive Officer of Groupe Aeroplan. “Millions of Italian consumers will soon be able to benefit from collecting and redeeming points through partners across a wide range of retail outlets. As Italy is one of the world’s largest economies with 58 million consumers and a high penetration of loyalty programs, there are significant opportunities for further growth of the program.”

“The launch of Nectar Italia is an exciting opportunity for Groupe Aeroplan and builds on our position as the global leader in loyalty management,” added Duchesne.

## Investor Conference Call / Audio Webcast

Groupe Aeroplan Inc. will hold an analyst call at 3:30 p.m. ET on Monday February 8, 2010 to discuss the upcoming launch of Nectar Italia. The call may be accessed by dialling 1-888-231-8191 for Canada and the US or 647-427-7450 for the Toronto area, conference ID: 55642074. The call will be simultaneously audio webcast at: <http://www.newswire.ca/en/webcast/viewEvent.cgi?eventID=2960100>

## 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](http://www.groupeaeroplan.com)

## About Nectar Italia

Nectar Italia is owned 75% by Groupe Aeroplan Inc., the global leader in loyalty management and is the first independent loyalty coalition program uniting leading retailers in Italy. Current partners are: Sma, Api Ip, Auchan, UniEuro and PC City, So Oney and Hertz. In addition, members can earn Nectar Italia points from a range of online retailers and can also take out a Nectar Credit Card which will enable them to earn points on all their purchases.

For more information about Nectar Italia, please visit [www.nectar.it](http://www.nectar.it)

## Caution Concerning Forward-Looking Statements

Certain statements in this news release may contain forward-looking statements, including the launch of the Italian program and the estimated number of members. Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the economy and the business of Groupe Aeroplan and its partners. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including the factors identified throughout Groupe Aeroplan's public disclosure record. The forward-looking statements contained in this discussion represent the corporation's expectations as of February 8, 2010, and are subject to change after such date. However, the corporation disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

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