



Blue Cross travel insurance products offer Aeroplan members peace of mind

Blue Cross named Aeroplan's new travel insurance provider

Montreal, QC – August 13, 2007 – Aeroplan (TSX: AER.UN) today announced that it has signed an agreement with Blue Cross® offering Aeroplan members easy access to Blue Cross customized travel insurance packages.

Blue Cross offers the following products: trip cancellation, interruption, medical, baggage and accidental death insurance coverage; all plans include emergency travel assistance. Trip cancellation coverage also covers the costs of Aeroplan's change or cancellation fees, as well as any other eligible, non-refundable trip expenses, paid before departure. An annual policy package is also available for Aeroplan members taking more than one trip per year. What's more, Aeroplan members have access to the purchase of Blue Cross services and coverage on *all* flights – even on trips booked without using Aeroplan Miles.

This agreement with Blue Cross rounds out the scope of services made available during Aeroplan's flight booking process; Blue Cross packages are competitively priced.

Blue Cross services will be offered to Aeroplan members in four different ways:

1. Members may purchase a travel insurance package from Blue Cross by clicking the link aeroplan.com/bluecross after the reward redemption is complete.
2. When booking via Aeroplan's contact centres, Aeroplan's agents will ask members whether they are interested in travel insurance, and upon their approval and completion of the flight booking process, members will be transferred to Blue Cross agents to complete the travel insurance transaction.
3. Members can call the Aeroplan contact centre, 1-800-361-5373, and ask to be connected to the Blue Cross call centre.
4. Beginning in September, when members complete flight reward bookings online, they will be prompted to select and purchase a travel insurance package from Blue Cross.

“Aeroplan constantly strives to make available best-in-class products and services,” said Craig Landry, Vice President, Member Products and Services, Aeroplan. “The Blue Cross offering enhances the reward experience by giving our members access to the peace of mind and security afforded by Blue Cross travel insurance products.”

“Blue Cross services compliment the Aeroplan brand; we are globally recognized and have superior levels of customer service,” said Richard Lachance, Vice-President, Development and Assistance, Blue Cross. “We are pleased to be able to bring our quality products and services to millions of Aeroplan members.”

According to the Conference Board of Canada, outbound travel grew by 6.6 per cent during the first four months of 2007. For many Canadians, travel insurance has become the must-have travel accessory. The Department of Foreign Affairs recommends that all Canadians travelling abroad purchase supplementary travel health insurance.

About Blue Cross

Blue Cross® is a leading provider of travel, health and life insurance products. The Blue Cross name and brand has been synonymous with providing high quality insurance and assistance products for over 70 years.

Blue Cross is 100 per cent Canadian owned and provides coverage to over eight million Canadians in Canada or travelling abroad. Blue Cross is the most recognized provider of travel insurance worldwide, and as a result one in four Canadians is covered by a Blue Cross plan.

Products offered by Blue Cross are synonymous with quality personalized service and commitment to excellence backed by service customers can trust.

“Blue Cross®” is a registered trade mark of the Canadian Association of Blue Cross Plans.

About Aeroplan

Aeroplan is Canada’s premier loyalty marketing company, dedicated to developing and executing programs designed to engage the loyalty of its prestigious membership.

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Aeroplan's millions of members earn Aeroplan Miles with its network of more than 60 world-class partners, representing more than 100 brands in the financial, retail, and travel sectors. Miles earned may be redeemed for Aeroplan's industry-leading ClassicFlight Rewards, innovative ClassicPlus Flight Rewards, and global Star Alliance Flight Rewards, offering travel to more than 850 destinations worldwide. In 2006 alone, more than 1.4 million round-trip flight rewards were issued. Aeroplan's roster of non-flight rewards includes more than 400 exciting specialty, merchandise, and experiential rewards, as well as hotel and car rental rewards. Members are encouraged to stay engaged with Aeroplan and avoid mileage expiration due to inactivity by earning or redeeming Aeroplan Miles at least once in any consecutive twelve-month period.

For more information about Aeroplan, please visit www.aeroplan.com.

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