

For Immediate Release:

Hip Digital Media and Aeroplan Launch a Canadian Loyalty Industry First

AEROPLAN MUSIC STORE Turns Miles Into Music

Vancouver, CA, September 5, 2007 – Hip Digital Media, a full-service digital media agency, in partnership with Aeroplan (TSX: AER.UN), Canada's premier loyalty marketing company, today announced the launch of the AEROPLAN MUSIC STORE allowing members to redeem Aeroplan Miles for digital music.

Hip Digital Media has created a custom branded site, www.aeroplanmusicstore.com, where members can create accounts and download music by redeeming 6,000 Aeroplan Miles for a 50-song *Music Code*. The AEROPLAN MUSIC STORE allows members to participate in the increasingly popular world of online digital music.

Aeroplan has launched the *Fly Away with Michael Bublé* contest to celebrate this exciting addition to its growing list of non-flight rewards. From September 10 – October 21, one lucky Aeroplan member who redeems their miles for a code to the AEROPLAN MUSIC STORE will be selected to fly to London with a guest to see Canada's own Michael Bublé at Wembley Arena. After the concert, the winner and guest will head backstage to meet Bublé. For contest details, visit www.aeroplan.com/musicstorecontest.

"Hip Digital Media is honoured to partner with Aeroplan. Given our strength in building music properties, we understand the needs for companies to deliver custom branded programs to retain and build their membership base," says Peter Diemer, Executive Vice President, Strategy & Development, Hip Digital Media. "The strength of the Aeroplan brand makes the AEROPLAN MUSIC STORE an excellent place to showcase our distribution and marketing services."

Hip Digital Media has provided over 1 million licensed songs for the AEROPLAN MUSIC STORE from all four major record labels, independent labels and music aggregators such as *The Orchard*. The store's content is available in WMA (Windows Media Audio) and MP3 (MPEG Audio Layer-3); each song shows either a WMA or MP3 graphic next to it for easy identification. Members can download individual tracks or entire albums.

"The AEROPLAN MUSIC STORE is exciting for Aeroplan as it represents our first step into the world of online digital music," said Craig Landry, Vice President, Member Products and Services, Aeroplan. "The innovative ability to turn *Miles into Music* helps Aeroplan deliver on our commitment to uniquely expand our portfolio of rewards to meet the diverse interests of our members."

The *2007 Digital Music Report*, by the International Federation of the Phonographic Industry (IFPI), reveals single track downloads totalled approximately 795 million in 2006, an 89 per cent increase from 2005. The IFPI's report also suggests consumers are turning to digital music downloads because they offer 24-hour shopping and unlimited shelf space; consumers can get what they want, exactly when they want it.

About Hip Digital Media, Inc.

Hip Digital Media Inc. is a full-service digital media agency specializing in the licensing and distribution of digital entertainment. Hip Digital offers custom branded solutions for the delivery of digital music through creative and proprietary technology. From design and development, to content licensing and Pin-code distribution, Hip Digital brings together all of the necessary components for creating powerful music experiences. Hip Digital Media's client list includes EMI MUSIC CANADA (Nissan, VISA, Ernst & Young, HMV, Teva), Jetstar Entertainment, (Pepsi)

Universal Music Canada, CORUS Entertainment (CMT, YTV), The Government of Canada (SXSW), Red Bricks Media (Seagate) and several other advertising & marketing agencies. Hip Digital is represented to the advertising industry by AWE, a division of Omnicom. For more information about Hip Digital, please visit www.hipdigitalmedia.com.

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. 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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