

Position Description - President and Chief Executive Officer

The President and Chief Executive Officer of Groupe Aeroplan Inc. (“Groupe Aeroplan” or the “Corporation”) shall have full responsibility for the day-to-day operations of the Corporation's business in accordance with its strategic plan and operating and capital budgets as approved by the Board of Directors.

The President and Chief Executive Officer is accountable to the Board of Directors for the overall management of Groupe Aeroplan, and for conformity with policies agreed upon by the Board of Directors.

The approval of the Board of Directors (or appropriate Committee) shall be required for all significant decisions outside of the ordinary course of Groupe Aeroplan 's business.

More specifically, the primary responsibilities of the President and Chief Executive Officer include the following:

- a) developing, for the Board of Directors' approval, a strategic direction and positioning to ensure the Corporation's success;
- b) ensuring that the day-to-day business affairs of Groupe Aeroplan are appropriately managed by developing and implementing processes that will ensure the achievement of Groupe Aeroplan's financial and operating goals and objectives;
- c) fostering a corporate culture that promotes professionalism, integrity, performance, customer focus and service;
- d) keeping the Board of Directors aware of Groupe Aeroplan Inc.'s performance and events affecting its business, including opportunities in the marketplace and adverse or positive developments;
- e) recruiting, developing and maintaining competent and productive management teams and establishing the organizational structure within Groupe Aeroplan and its subsidiaries; and
- f) ensuring, in cooperation with the Board of Directors, that there is an effective succession plan in place for the President and Chief Executive Officer position.

August 12, 2010