

## Air Canada becomes first North American airline to release an App for Apple iPhone and iPod Touch devices

New application advances strategy to give travellers convenient mobile options



MONTREAL, Aug. 20, 2009 /CNW Telbec/ - Air Canada today became the first North American airline to release an Apple(R) iPhone(TM)/iPod touch(R) application. The free App will make it convenient for travellers with Apple devices to retrieve electronic boarding passes, track flight information in real-time, receive notification of itinerary changes and obtain other details about Air Canada flights.

“Air Canada continues to be an industry leader in offering customers mobile and wireless services that provide real-time information and convenient functions for people who are on the move. We are significantly expanding these options with the release of our Air Canada App, which will enable travellers using an Apple iPhone or iPod touch device to check-in, board and obtain other details about Air Canada flights. This is only the first iteration of our App and we will continue to add new features in response to customer demand,” said Ben Smith, Executive Vice President and Chief Commercial

Officer. “In addition to our Apple App, Air Canada is introducing more cutting-edge technical innovations that will enhance and simplify our self-service and mobile options for customers who like the freedom of managing their own travel.”

Available free on-line from the Apple App Store on iPhone or iPod touch or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/), the new App was developed for Air Canada by IBM Canada. It will among other things enable users of Apple iPhone and iPod Touch devices to: keep track of and update all of their Air Canada and Jazz flights from a single location; receive messages and link to their electronic boarding passes; access Air Canada Mobile check-in to select a seat and retrieve an electronic boarding pass; book flights using an Air Canada Flight Pass; rent a car or access other convenient travel links; and find and track any Air Canada or Jazz flight.

Air Canada, recognized as an industry leader in self-service and mobile technology - it was the first airline in the world to introduce 2-D Electronic Boarding Passes in 2007 - is also refining and expanding its existing products to better meet the needs of customers. Among other things Air Canada is:

- Adding new functions to airport kiosks, offering customers the option to purchase an upgrade, reprint boarding passes, and obtain an electronic boarding pass, including at international airports
- Enhancing its boarding passes to provide more and new travel information such as check-in and baggage drop-off times
- Offering easy-to-use, personalized flight notification so customers can be automatically updated through their mobile devices about changes to their itinerary. For greater ease, customers can also create a “My Message” in-box on computer and mobile devices to receive all Air Canada communications in a single, convenient location.
- Providing additional mobile detail about the status of Air Canada flights, including gate information, flight status, diversions, arrivals and local weather conditions



### The CNMA's - What a night!

December 1, 2009

[EXTRACT FROM]

It's official; The Canadian New Media Awards (CNMAs) were a huge success! Canada's only nationwide digital media awards show honoured the best of the best in the industry last night in 19 prestigious categories. The gala celebration was hosted by award-winning comedian Seán Cullen and hundreds of industry leaders were on hand to celebrate with the winners. The 2009 CNMA Winners are:

Best Company of the Year: Cyberplex Inc., Toronto

Best Brand of the Year: Doritos White Bag - BBDO/Proximity Canada, Toronto

Promising New Company of the Year: Syncapse, Toronto

Hottest New Digital Kid on the Block: ChickAdvisor.com, ChickAdvisor Inc., Toronto

Best in Mobile Marketing: Brisk ARTwist - Addictive Mobility, Markham

**Best Mobile Application: Air Canada iPhone App - IBM Canada, Markham**

Best Location Based Service: Poynt - Multiplied Media, Calgary

Best Use of Social Media: Invoke Media - creator of HootSuite Twitter application, Vancouver

Best in Interactive Marketing: Doritos White Bag - BBDO/Proximity Canada

