

Arctic Winter Games 2008

Come celebrate the 20th anniversary of the Arctic Winter Games in Yellowknife, March 9-15, 2008.



Canadian North is proud to be a Diamond Sponsor of the 2008 Arctic Winter Games, bringing together our northern neighbours to inspire and create opportunity for our youth. We are so very proud of all the northern athletes and recognize their hard work, along with the support of their family, coaches, community and business. It is events like this that allow us to showcase the spirit of the North.

Upcoming Events

(Event dates can sometimes change. To be sure, contact the communities before you travel.)



Canadian North Midnight Golf Classic Yellowknife – June 22-23rd, 2007

Play Yellowknife's unique 18 hole course under the midnight sun in the middle of the night! Live entertainment and great prizes make this one of the top ten visitor events in Yellowknife. To find out more, call (867) 873-4326 or visit www.canadiannorth.com.

Aboriginal Day – June 21, 2007

Traditional crafts, arts, dancing, music, food and much more are all a part of the celebration of the culture and heritage of aboriginal people in Canada. Contact your local community for celebration activities.

Inuvik Petroleum Show – June 13 & 14, 2007

The dates for the 7th Annual Inuvik Petroleum Show have officially been set for June 13th and 14th, 2007.

The Inuvik Petroleum Show is pleased to announce that this year's show will be co-chaired by Nellie Cournoyea of Inuvialuit Regional Corporation and Fred Carmichael of Gwich'in Tribal Council, both bring with them a vast wealth of knowledge and experience.

Canadian North Celebrates Nunavut Day in Style Iqaluit – July 9, 2007

Join in the celebration of Nunavut Day with Canadian North. Take part in the day long family events and plan on attending the evening Gala, where the Commissioner's Inuit Artist Award will be presented to an outstanding Inuit artist.

The Gala will raise funds for local charities (to be announced). It is guaranteed to be an evening of cultural celebration, captivating entertainment and fun had by all.

To purchase discounted airfare to Iqaluit and tickets to the Gala, visit www.canadiannorth.com and click on the events calendar or call Eva Onalik at (867) 979-6828.

Leslie Nielsen Comes Home

Well-known Canadian actor, Leslie Nielsen travelled 'home' on Canadian North to a place he lived when he was young. His father was an RCMP officer in Tulita and Mr. Nielsen was asked to attend a signing of the Tulita Unity Accord, an event sponsored by Canadian North. On his stop through Yellowknife, he took in a tour of the Diavik diamond mine site, attended the Legislative Assembly and had lunch with the staff of Canadian North.

If you can imagine the character he plays in *Airplane* or the *Naked Gun* series, you pretty much have him pegged. He was witty, kind and a pleasure to be around – even when he brought out the good ol' farting machine for our group picture.



Canadian North – Partner Air Carriers

Air Tindi • North-Wright • Aklak Air • Calm Air • Kenn Borek Air



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A Glimpse Inside

As you enjoy your flight on Canadian North today we would like to tell you about one of our employees who help make our airline soar.

Sid Barber – A New Leash on Cargo

For Sid Barber, customer service comes naturally. He is always trying to make things better for a customer and the following incident truly illustrates this.

Not long ago, Flight 445 experienced a technical problem in Norman Wells and another aircraft was flown in to continue the route. Now, that wouldn't affect most people – and it didn't this time either, but it did affect man's best friend of the canine variety. The new type of aircraft did not allow for a kennel the size that this particular dog inhabited. Sid jumped into action searching for a kennel for the night, other airline opportunities, even keeping the dog in his own no-pets allowed building.

"Sid is always willing to do whatever it takes to get the job done and done right," says manager, Mike Hollick. "He knows this business very well and when our customers are dealing with Sid, I'm very confident that they are getting a great level of customer service from Canadian North cargo. When I leave the office and Sid is on shift, I know the operation is in good hands."

"I gave the owner my word that she would have her dog in Calgary and in the end the only way to get there was to drive it down." Sid explains. "Everyone worries about their pets when they travel by air, but that worry certainly isn't warranted ... we consider them just as important as our passengers. And yes we have "Aurora treats" and sometimes "limo" service too!"

It's employees like Sid that make Canadian North what it is today.

This time, it's serious.

At Canadian North and in the north, spring is an inspirational time of year; full of growth and renewal. Together, we've endured the hardships of another long winter and look forward to celebrating what the new season holds.

We're also reminded that life up here is very different from that in other parts of the world and that having strong roots and respect for the past is a key to success in the future. Everything we've done and everything we do has serious implications; whether it's carrying cargo to a remote gravel landing strip next to a mining site, or flying a youth hockey team to defend a title.

It's a source of pride and accomplishment and a reminder of our determination to be far and away the best airline in the north and one that truly understands the people who live here and the challenges they face. In this beautiful, but isolated part of the world we take our job seriously.

Serious... with a smile

Serious describes our approach to everything we do ... including having fun! Walk up to a Canadian North ticket counter and you'll be greeted with a friendly smile by one of our agents. Board one of the Boeing Combi 737s in our all-jet fleet, and a flight attendant will welcome you with a smile. And as the miles go by beneath our silver wings, the smiles will continue behind servings of hearty Aurora Class food and little things like providing a pillow for a passenger in need of a nap on his way home from a long shift at the mines.

But what's behind the smile is serious.

At Canadian North we're seriously committed to being the airline you prefer for flying to destinations throughout the north, and south to connections all over the world. Whatever your purpose for travelling is, from getting to work to just getting away, we take it seriously. The proof is in the passenger and cargo products we offer, from frequent seat sales and our Track 'n Trace cargo service to charter services throughout North America.

Here in **"your north,"** you know us as **"your airline."**

In the future, you'll think of us as **"seriously northern."**

We're serious about supporting the communities that rely on us to bring families together across vast distances and provide access to the resources that enrich our economy.

We're serious about staying true to the roots and values of our 100% aboriginal ownership and being, above all and as our new tagline says, "seriously northern."

You can expect us to make a serious effort to meet all your travel requirements ... smile after smile!

Seriously and Sincerely,



Tom Ruth
President, Canadian North



Enjoy Aurora Class

Aurora Class Service includes a varied choice of onboard amenities, special services and menu selections, all of which have been designed to enhance your travel onboard Canadian North.

Complimentary Beverages

Timothy's Italian Blend Coffee
Timothy's Columbian Decaf Coffee
Bottled Spring Water
Red Rose English Tea
Sir Thomas Lipton Green Tea
Sir Thomas Lipton Herbal Teas
Milk
Apple Juice
Fruit Juice Combo
Orange Juice
Tomato Juice
Extra Spicy Clamato Juice
Café Franklin*
Coke / Diet Coke
Sprite / Diet Sprite
Canada Dry Ginger Ale
Canada Dry Club Soda
Nestea Lemon Iced Tea
Tonic Water
Yellow Tail Semillon Sauvignon Blanc**
Chatto Cabernet Merlot**

*Café Franklin Coffee Service available on select routes/flights only

**Complimentary wine available on dinner flights

Alcoholic Beverages [\$5 CDN]

Liquor & Liqueurs

Smirnoff Vodka
Lamb's Navy Rum
Bacardi Rum
Schenley OFC Rye Whiskey
Gibbey's Gin
Glenfiddich Scotch Whiskey
Grand Marnier
Baileys

Canadian Beer

Kokanee Beer
Budweiser Beer
Labatts Blue Beer
Coors Light Beer

Wine

Sutter Home Cabernet Sauvignon
Sutter Home Chardonnay
Wente Vineyard Selection Syrah
Wente Vineyard Selection Chardonnay



From a full range of cargo products to frequent seat sales, you'll be seeing more and more serious advantages in choosing Canadian North as your airline.

We have something serious to say.

At Canadian North, we've been searching some time for a tagline that sums up the northern experience and our role in it. Our many trips across the land and talking to all kinds of people left no doubt as to where our new theme would come from:

The land, and the people.

In all our travels, we came to a new awareness of what we've known all along: that the north is "serious."

A serious ally, sometimes, and seriously unforgiving at others. The secrets to survival and success up here aren't really secrets at all. Start with respect and the fact that the consequences of a less-than-serious approach can be, well, serious. Stemming from this is the need to be honest about what we can and cannot do and when we should give help or ask for it.

Northerners are required to be independent and at the same time we depend on each other all the time.

Opportunities and obstacles are assessed seriously and we form relationships that are serious and enduring.

One of the things we take seriously is the importance of a smile, especially when things are serious!

"Seriously" pretty much says it all. And "northern" says the rest.

About what we do and who we do it for: you, our Canadian North customer.

So there you have it, under our logo, at the bottom of our ads and from the bottom of our hearts:

"Seriously Northern."

The new Canadian North tagline symbolizes our fresh commitment to meeting your transportation requirements with innovation and a determination to serve you better than any other air carrier. It also reflects the proud tradition and heritage of northern service provided by Canadian North and its founding companies.



CANADIAN NORTH
seriously northern

Frequently Asked Questions About Airline Flying

By Laval St. Germain, Chief Pilot Canadian North

Passengers, no doubt, are sometimes frustrated and confused by the numerous instructions, procedures and acronyms they are exposed to during their flight.

Here are some of the more common frequently asked questions (FAQs) we receive:

Q: Why can't I use a cell phone onboard an airliner?

A: There is a risk that portable electronic devices, which can send or receive, will interfere with sensitive electronic equipment in the cockpit. Electromagnetic interference (EMI) or Radio Frequency Interference (RFI) is electromagnetic radiation which is emitted by these devices and may cause unwanted signals in certain aircraft electronics and navigation equipment.

Q: Why do the window shades need to be up for takeoff and landing?

A: This allows passengers and flight attendants to see outside the aircraft in case of an emergency. This can allow a passenger to better evaluate which exit is safest to use.

Q: Why do the flight attendants dim the cabin lighting at night for takeoff and landing?

A: For the same reason as the previous answer – it allows the eyes to better adjust to the dim (or dark) lighting outside to better evaluate an exit path in case of an emergency.

Q: What do the pilots mean when they announce a delay due to "ATC flow-times"?

A: ATC (Air Traffic Control), at certain times – due to poor weather or times of high traffic (rush-hour) – restrict the number of aircraft entering or departing selected airports. The way ATC manages arrivals and departures during these times is by assigning each flight a certain time. The pilots are given these times as "flow-times," which means that your flight is only allowed to depart at your specific time.

Q: What does the captain mean when he makes an announcement saying the weather is at minimums or below minimums, preventing an airplane from landing?

A: Normally, a flight is prevented from landing by either a low ceiling (bottom of the cloud layer), or poor visibility, and sometimes by slippery runways. Each runway we land on has a published instrument approach with a minimum ceiling and minimum visibility required to land. When we as pilots "shoot the approach," we only descend to the published minimums, if we do not see the runway we add power, pull the nose up and climb out on the "missed approach."

Looking at the FAQs and answers above, you can see that the overarching focus in aviation is safety. Nearly everything that you, as a passenger, sometimes feel you "endure" is driven by safety.

This concern for safety is what makes air travel the safest mode of travel in Canada. Consider this: Road accidents in Canada claimed on average, roughly 2,800 Canadians per year over the past four years, airline travel during the same period has averaged zero. Thanks for your patience, we wish you a very pleasant flight.



Reservations **1.800.661.1505** or book on-line **canadiannorth.com**