

AURORA REWARDS MEMBERS CAN NOW EARN POINTS ON FLIGHTS OPERATED BY FIRST AIR, WITH THE ABILITY TO EARN AEROPLAN MILES FOR THE SAME TRAVEL

FOR IMMEDIATE RELEASE September 16, 2019 - Canadian North and First Air are pleased to announce that effective immediately, Aurora Rewards members can earn Aurora Rewards points on all scheduled flights operated by either airline, with the ability to double-dip to earn Aeroplan Miles for the same travel. Aurora Rewards points can be redeemed towards free flights operated by Canadian North as well as a great selection of gift cards. It's free to join Aurora Rewards and it takes just moments to do so at www.aurorarewards.com/join.

As part of the ongoing integration between Canadian North and First Air, they will continue to prepare for the upcoming launch of their unified, comprehensive rewards and recognition program that will enable members to redeem their points towards free flights operated by both airlines throughout their entire combined network, with their most frequent guests recognized with enhanced travel benefits.

"Canadian North's Aurora Rewards program has proven to be incredibly popular since it launched over 5 years ago and will continue to be an important part of the new, unified Canadian North," said Chris Avery, President and CEO of Canadian North. "There's no better way for us to show appreciation to our customers than providing Aurora Rewards points that they can redeem towards future travel with us."

In addition to earning points for bookings with Canadian North and First Air, Aurora Rewards members can also earn points through partnerships with northern retailers – Stanton's, Northwind Petroleum, Bob's Welding (Aklavik and Tuktoyaktuk locations) and Northern Shopper.

The expansion of Aurora Rewards to First Air-operated flights is an important milestone within the ongoing journey to combine the operations of Canadian North and First Air into a stronger, more sustainable airline – the new Canadian North.

To receive ongoing integration updates, please visit firstair.ca/integration or canadiannorth.com/integration, or follow First Air and Canadian North on social media:

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- 30 -

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