



PRESS RELEASE

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Air Canada Cargo expands e-booking offering to include Descartes' GF-X

Air Canada Cargo has signed on with Descartes' GF-X Exchange to provide an additional electronic booking option. The rollout of the service will begin in Europe in October, where major freight forwarders with Air Canada will be able to make allotment bookings.

"Joining Descartes' global GF-X Exchange is a natural progression for Air Canada and will compliment our existing portal services, which have been very successful to date," said Claude Morin, President - Air Canada Cargo. "We are responding to the growing demand from freight forwarders to book cargo shipments electronically. Electronic commerce is the way of the world and it makes good business sense to invest and participate in services which will benefit our customers. Making allotment bookings electronically turns a repetitive, time-consuming exchange of data into a much more efficient task for both Air Canada and the freight forwarder. This is an integral part of our continuing commitment to improve service, reduce costs, and improve accuracy and efficiency in the booking process."

While the initial launch in October with GF-X will focus on allotment bookings in Air Canada's key European hubs, expansion into the North American markets as well as offering ad-hoc bookings is anticipated for early 2008.

Air Canada's customers have proven their ability to embrace technology by the number of bookings that continue to be made through Cargo Portal Services, Air Canada's only online booking tool until now. Since its launch in 2003, CPS bookings at Air Canada continue to grow not only in key focus markets, but also throughout their global network. While bookings for some commodities (such as live animals or dangerous goods) currently still require the assistance of a booking specialist, almost 20% of Air Canada's bookings come in via the web - a couple of stations even reaching 100%.

By expanding their online accessibility through GF-X, Air Canada looks forward to the increasing support of their key customers and will continue to find ways to bring added value to their existing channels of distribution.