

Backgrounder

AIR CANADA OFFICIAL AIRLINE FOR THE VANCOUVER 2010 OLYMPIC AND PARALYMPIC WINTER GAMES

Air Canada is the Official Airline for the Vancouver 2010 Olympic and Paralympic Winter Games and the Canadian Olympic and Paralympic teams. The airline is ready to bring the world to Vancouver and meet increased travel demand during the peak travel period, between February 9 and March 22, 2010.

To welcome travellers flying into and out of Vancouver International Airport during the Games, Air Canada has worked closely with the Vancouver Airport Authority to provide customers with the best possible travel experience.

Preparation for the 2010 Winter Games

For added convenience, Air Canada's domestic flights are now consolidated in the newly refurbished and expanded Pier C facility.

Two offsite check-in locations at the Whistler and Vancouver Athletes Villages as well as a satellite facility adjacent to YVR's main terminal are ready to welcome customers.

An expanded baggage area has been specially built for handling winter sports equipment and oversize bags.

Air Canada aircraft planning and airport teams around the world have plans in place to ensure a robust operation network wide is maintained, even if the unexpected occurs.

Technology is playing a key role in how the airline is streamlining the airport experience for customer handling and baggage. In addition to online check-in and flight information available at aircanada.com, recently launched initiatives include free BlackBerry and Apple applications, "Smart Drop" self-tagging baggage options at kiosks, and a self-service online rebooking tool to reduce customer line-ups and wait times.

Additional capacity on peak travel days for Vancouver 2010 Winter Games

To accommodate increased passenger flow to and from Vancouver during peak departure and arrival days for athletes and spectators going to the Vancouver 2010 Winter Games, Air Canada has increased capacity on many routes including adding 250 flights (54,000 seats) in North America and Canada.

On international routes, flights have been added from Vancouver non-stop to Zurich, Geneva, Paris, and Frankfurt. Regular daily service to/from London will be augmented by one flight on

February 11 for a total of two that day; and two on March 1, for a total of three Vancouver-London flights on that day.

More convenient connections

With all domestic Air Canada and Jazz flights now consolidated in the new Pier C, Air Canada customers are benefiting from easier domestic Canada connections for themselves and their baggage, as well as more convenient access to Air Canada's international and U.S. transborder flights in the adjacent concourse.

Transborder travel to the U.S.A. has been streamlined with customers proceeding directly to the In-Transit Pre-Clearance facility via a designated route. Customers are no longer required to take their bags when they go through pre-board screening or when pre-clearing US Customs as their bags are now processed and transferred to their US-destined flights automatically.

Baggage

Baggage handling is a priority during the 2010 Winter Games, and several measures have been taken to minimize the occurrence of baggage delivery delays, including:

- identifying in advance Olympic team travel arrangements around the world to ensure the appropriate equipment and manpower are in place throughout the airline's network,
- ensuring special baggage recovery processes are in place to expedite delayed baggage.

Air Canada transports athletes – by the numbers

As the Official Airline of the Vancouver 2010 Winter Games, Air Canada has the privilege of transporting **more than 2,700** athletes who are participating in 15 different sports, requiring the transportation of thousands of kilos of sports equipment on many different routes across the world to Vancouver International Airport. During the first week of February, we transported well over 90,000 kilos of sports equipment for 1,200 athletes. During the same week, we transported more than 800 members of the media.

Number of athletes by sports and country

Of the almost 2,700 athletes we are transporting, there will be:

977 alpine skiers
489 hockey players
260 cross-country skiers
244 curlers
144 bobsledders
137 biathlon athletes
62 ski jumpers
51 speed skaters
51 Nordic combined athletes
44 short-track skaters

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36 skeleton sledders
32 figure skaters
11 luge sledders

Besides Canada, these athletes are representing the following countries to name just a few: Argentina, Australia, Austria, Belgium, China, Czech Republic, France, Germany, Great Britain, Italy, Japan, Norway, Poland, Russia, Slovak Republic, Serbia, Spain and Sweden.

Sports equipment numbers

An estimated 3.7 bags will be travelling to Vancouver for each Olympic athlete, for a total of almost 10,000 bags, most transported by Cargo.

Air Canada in the community - Kids' Horizons programme brings children to Paralympic Games

Kids' Horizons, Air Canada's community investments program, will accompany five children to Whistler, BC for an all-inclusive three-day experience during the Vancouver 2010 Paralympic Winter Games;

- one child from Alberta, referred by the Camp He Ho Ha;
- one from Quebec, referred by L'Association des paraplégiques du Québec;
- two from Ontario, one referred by the Central Hospital of Eastern Ontario and another referred by an Air Canada employee;
- one child from Newfoundland and Labrador, referred by the Easter Seals Foundation of Newfoundland and Labrador.

The five children will experience all of the excitement of the Olympic Winter Games including watching various live events such as ice sledge hockey and skiing among others.

Air Canada employee involvement

Torchbearers: By the time the Games begin, 20 Air Canada employees will have participated in the Vancouver 2010 Torch Relay, sharing the enthusiasm in communities across Canada.

VANOC volunteers: Air Canada is sending 33 employee volunteers to Vancouver – selected by VANOC – to work at the 2010 Olympic and Paralympic Winter Games, in roles ranging from host at an Olympic venue, Media Center assistant, to driver and much more.

“Going for Gold” volunteers: Air Canada's “Going for Gold” program is an employee-driven initiative to provide the best possible service to the thousands of Olympic Games customers travelling throughout Air Canada's worldwide network. More than 400 Air Canada employee volunteers are located at 14 airports around the world including London Heathrow, Frankfurt, and eight major airports across Canada. They offer our Olympic customers and athletes a warm welcome and support a seamless travel experience from boarding, through connections until final arrival in Vancouver and baggage pick-up.

Air Canada volunteers: During the 2010 Vancouver Winter Games, close to 100 employee volunteers will be in Vancouver to support the airline's Aircraft Services, Baggage, Passenger

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Services, Offsite Check-in Facilities in Whistler, Vancouver Athlete's Village and Sea Island Remote Terminal and YVR Olympic Control Centre.

In Calgary, they will support the Olympic Control Centre and Going for Gold Teams as Calgary is a key destination during the 2010 Winter Games due to its proximity to Vancouver, and its winter sports training facilities and resources.

Official Languages

Air Canada is committed to providing services in Canada's two official languages. Several initiatives have been undertaken to facilitate communication in French with customers and the travelling public, including language training for YVR-based employees and temporary assignment of bilingual employees from other locations to YVR during the Winter Games. An additional two dozen Air Canada bilingual volunteers will provide French-to-English support and translation services in key areas at the Vancouver International Airport during the 2010 Vancouver Winter Games.

Look of the 2010 Winter Games

Air Canada's role as Official Airline of the 2010 Winter Games is also about bringing Canadians and the world to Vancouver. As Official Airline, Air Canada is proud to show its association with the 2010 Winter Games:

- Eighteenth and final Boeing 777 flagship aircraft, Fin 742, in the unique Vancouver 2010 Olympic and Paralympic livery illustrating snowboard parallel giant slalom, ice hockey, cross-country skiing, alpine skiing, ice sledge hockey and ski jumping. Since July 2009, this aircraft has taken the Vancouver 2010 Olympic Games message around the world, flying to destinations in Europe, Asia, Australia and across Canada.
- Building wrap on the side of the Vancouver Operations Centre Hangar, covering an area the size of a football field and visible to all coming across the Arthur Laing Bridge towards YVR, illustrating a snowboarder in mid-backwards flip,
- Building wrap on the side of Terminal 1 in Toronto at Air Canada's largest hub,
- Elevator wraps in Maple Leaf lounges in Montreal, Ottawa, Edmonton and Vancouver,
- Front line employees wearing Olympic Games-themed uniform accessories with pride, and greeting guests at the Gate, Check-in and Baggage areas with Olympic Games-themed pull-up banners sporting the caption: *With you to the finish!*

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Contacts: Air Canada Olympic Media Relations: (604) 231-3824
Isabelle Arthur (Montréal) (514) 422-5788
Angela Mah (Vancouver) (604) 270-5741
Peter Fitzpatrick (Toronto) (416) 263-5576

Internet: aircanada.com

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