

# AIR CANADA'S GIFT CARD

Effective **May 30, 2013**, Air Canada will be the first Canadian airline to offer a retail gift card in Canada.

|  | AIR CANADA GIFT CARDS   |   |
|--|---|---|
|  | CONSUMER GIFT CARD  | CORPORATE/VOLUME SALES GIFT CARD  |
| Available for sale on North American consumer websites   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| Available for sale on the agency website   | <ul style="list-style-type: none"><li>• Not at launch</li></ul>   | <ul style="list-style-type: none"><li>• Not at launch</li></ul>   |
| Available in Canadian currency   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| Available in US currency   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| Activation period  | <ul style="list-style-type: none"><li>• Within 24 hours of purchase</li></ul>   | <ul style="list-style-type: none"><li>• Within 24 hours of purchase</li></ul>   |
| Minimum card value   | <ul style="list-style-type: none"><li>• \$25 CAD/USD</li></ul>  | <ul style="list-style-type: none"><li>• \$25 CAD/USD</li></ul>  |
| Maximum card value   | <ul style="list-style-type: none"><li>• \$10,000 CAD or \$2,000 USD</li></ul>   | <ul style="list-style-type: none"><li>• \$10,000 CAD or \$9,999.99 USD</li></ul>  |
| Daily maximum purchase value   | <ul style="list-style-type: none"><li>• \$10,000 CAD or \$9,999.99 USD</li></ul>  | <ul style="list-style-type: none"><li>• \$10,000 CAD or \$9,999.99 USD</li></ul>  |
| No. of cards that can be purchased per transaction   | <ul style="list-style-type: none"><li>• 1 - 4</li></ul>   | <ul style="list-style-type: none"><li>• 5 – 200</li></ul>   |
| Gift card format options   | <ul style="list-style-type: none"><li>• Plastic</li><li>• Electronic</li></ul>  | <ul style="list-style-type: none"><li>• Plastic</li></ul>   |
| Forms of payment   | <ul style="list-style-type: none"><li>• Visa, MasterCard, American Express, Diners</li><li>• <i>Visa Debit and Interac Online at a later date</i></li></ul>   | <ul style="list-style-type: none"><li>• Visa, MasterCard, American Express, Diners</li><li>• <i>Visa Debit and Interac Online at a later date</i></li></ul> |
| Expiry date  | <ul style="list-style-type: none"><li>• None</li></ul>  | <ul style="list-style-type: none"><li>• None</li></ul>  |
| Transferable   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| Specifications   | <ul style="list-style-type: none"><li>• 15 digit card numbers (with a 4-digit security PIN CODE) with Air Canada designated numbers:<ul style="list-style-type: none"><li>○ CAD – 144401000000000 to 144401999999999</li><li>○ USD – 144402000000000 to 144402999999999</li></ul></li></ul> |   |
|  | USING AIR CANADA GIFT CARDS   |   |
| For eligible purchases on <a href="http://www.aircanada.com/agents">www.aircanada.com/agents</a> and <a href="http://www.aircanada.com">www.aircanada.com</a> (North American version) | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| For purchase or payment of :   |   |   |
| <ul style="list-style-type: none"><li>○ Tickets (original/re-issues)</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <ul style="list-style-type: none"><li>○ Ancillary products (pre-paid meals, Maple Leaf™ Lounge access)</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <ul style="list-style-type: none"><li>○ Change/cancellation fees</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <ul style="list-style-type: none"><li>○ Airport fees (excludes interline baggage fees)</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <ul style="list-style-type: none"><li>○ Seat fees (including Preferred Seats)</li></ul>  | <ul style="list-style-type: none"><li>• Yes</li></ul>   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <ul style="list-style-type: none"><li>○ Flight Pass products</li></ul>   | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ Aeroplan Bookings</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ Air Canada Vacation packages</li></ul>   | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ Group Bookings</li></ul>   | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ OnBoard Café purchases</li></ul>   | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ Maple Leaf Lounge memberships</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ RBC Insurance</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| <ul style="list-style-type: none"><li>○ Any products or services via web, mobile or kiosk check-in</li></ul>   | <ul style="list-style-type: none"><li>• No</li></ul>  | <ul style="list-style-type: none"><li>• No</li></ul>  |

## QUESTIONS AND ANSWERS:

- Q1. When will the Air Canada gift cards be available for sale on [www.aircanada.com/agents](http://www.aircanada.com/agents)?  
By the end of Q3 2013.
- Q2. Apart from using the gift card as a form of payment on the North American consumer and agency websites, where else can customers use the gift cards?
- Customers can use the electronic gift cards as a form of payment on any ac2u platforms and Call Centres.
  - Customers can use the plastic gift cards as a form of payment on any ac2u platforms and Call Centres. Airport ticket and check-in counters will accept the plastic gift cards by the end of June 2013.
- Q3. Can customers use the gift cards with another form of payment?  
Yes, the gift card can be used with another form of payment, **provided** the gift card is the **first method of payment**.
- Q4. **Is there a maximum number of gift cards that can be used per transaction?**  
For ticket purchases, customers may use up to two gift cards provided that the total cost of the ticket purchase is covered fully by the two gift cards. When purchasing a seat or travel option for an existing reservation, only one form of payment will be accepted.
- Q5. Can purchases made using the gift card as a form of payment be voided?  
No and must be handled as a refund (providing the product or service is refundable).
- Q6. Can purchases made using the gift card as a form of payment be refunded?  
Yes providing the product or service is refundable. If eligible, the refund will be processed to the original gift card.
- Q7. Will agencies earn a commission for gift cards purchased via [www.aircanada.com/agents](http://www.aircanada.com/agents)?  
No, the sale of a gift card does not attract a commission payment as it is a form of payment.
- Q8. What happens if a customer loses his/her gift card – can it be replaced?  
No, there is no name assigned to the card.