

Backgrounder: Air Canada rouge operations in Western Canada

Flights between Vancouver and Calgary and US destinations begin April 28

Air Canada rouge will welcome customers onboard flights from Vancouver and Calgary to popular vacation destinations in the U.S. this summer season.

Vancouver:

- Daily non-stop service between Vancouver and Las Vegas starting April 28.
- Non-stop flights four times daily between Vancouver and Los Angeles starting May 1. **Air Canada rouge offers the most non-stop service on this route of any Canadian or US carrier.**
- Daily non-stop flights between Vancouver and Anchorage starting May 16. **Air Canada rouge is the only carrier to offer non-stop service between Vancouver and Anchorage this summer.**
- Non-stop flights four times daily between Vancouver and San Francisco starting July 1. **Air Canada rouge offers the most frequency and seats on this route of any Canadian carrier.**

Calgary:

- Daily non-stop flights between Calgary and Las Vegas starting April 28.
- Non-stop flights twice daily between Calgary and Los Angeles starting May 1.

Air Canada rouge flights are available for purchase at www.aircanada.com and through travel agents.

Creating jobs in Western Canada

Air Canada rouge opens an in-flight crew base to serve Vancouver and Calgary with 80 rouge crew (flight attendants). More staff will be added as the network grows adding more flights from Western Canada to popular vacation destinations.

Customer service excellence to create a vacation atmosphere

Air Canada rouge's onboard service is designed to make every flight a memorable start and end to a wonderful vacation. Rouge crew are trained in customer service excellence at the Disney Institute, to make every traveler's journey a chance to create memorable moments and deliver optimal onboard service.

Onboard customer experience

Air Canada rouge's Western Canada routes for the summer season are operated with Airbus A319 aircraft offering three customer comfort options: rouge; rouge Plus with preferred seating offering additional legroom; and Premium rouge with additional personal space and enhanced service. Premium rouge customers to Sun and North American destinations enjoy priority check-in, security and boarding,

complimentary onboard premium food and drink service and a complimentary iPad so that they can enjoy **player**, Air Canada rouge's next generation in-flight streaming entertainment system.

About Air Canada rouge

From the moment you book your ticket to the moment you're warmly welcomed onboard, you'll see that Air Canada rouge is a new way to vacation ahead. Enjoy the upbeat Air Canada rouge spirit, and our newly designed cabins. You've never flown leisure like this before.

Air Canada rouge is Air Canada's new leisure airline, part of the new Air Canada Leisure Group, along with Air Canada Vacations. Together with Air Canada Vacations, Air Canada rouge offers competitively-priced travel to exciting leisure destinations in Europe and the Caribbean, Mexico and the U.S.: Edinburgh, Venice, Athens, Lisbon, Dublin, Nice, Barcelona, Rome and Manchester and multiple destinations in Mexico, the U.S. and the Caribbean such as Cuba, Costa Rica, Jamaica and the Dominican Republic.

Air Canada rouge began operating July 1, 2013 with a start-up fleet of two Airbus A319 aircraft and two Boeing 767-300ER aircraft. By the end of April 2014, Air Canada rouge will operate 19 aircraft including 15 A319 and four Boeing 767-300ER aircraft, for a total fleet of 19 aircraft.

As a wholly-owned subsidiary, Air Canada rouge is backed by Air Canada's 75-year reputation for safety and reliability and Air Canada Vacations' 30-plus year history of vacation travel excellence. Learn more at www.aircanada.com/rouge or www.facebook.com/aircanadarouge

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