



Media Release

Air Canada rouge launches up to 6 flights daily linking Toronto-Orlando: new Premium rouge service on A-319 aircraft offers more comfort choice

Toronto, November 25, 2013 – Air Canada rouge today begins year round flying between Toronto and Orlando, Florida with 3 daily departures and two more starting on December 14. By March 1, 2014 the airline will fly 6 times daily to/from Orlando, more than any other Canadian carrier. Customers on this route now have the option of enhanced comfort with Premium rouge service in addition to rouge and rouge Plus service on Air Canada rouge's A-319 aircraft. Premium rouge service on the A-319 aircraft will also be introduced on several Air Canada rouge destinations in the US, Caribbean and Mexico to be launched in the coming months.

Air Canada rouge will also assume the Montreal-Orlando route on Feb. 15, 2014 and tickets are available now at www.aircanada.com and through travel agents.

“Orlando is an ideal destination for Air Canada rouge and we're delighted to launch service to a part of Florida that is a huge draw for Canadians, attracting families, couples, golfers and conference participants to its vast entertainment, meeting and accommodation options,” said Michael Friisdahl, President & CEO, Air Canada Leisure Group.

“We are thrilled to welcome Air Canada rouge's new service from Toronto to Orlando,” said George Aguel, president & CEO of Visit Orlando. “Canada is the No. 1 international market for visitors to Orlando, which is home to seven of the world's top 20 theme parks, an incredible diversity of restaurants and shopping experiences that range from luxury brands and high-end boutiques to one of the greatest collections of outlet malls in the United States.”

“Expanding business and leisure travel opportunities to Toronto is a key benefit of new service from Air Canada rouge. Canada is one of our largest international destinations and this further solidifies the ties between Canada and Central Florida,” said Frank Kruppenbacher, Chairman of the Greater Orlando Aviation Authority.

Toronto-Orlando schedule: maximum choice and flexibility

Toronto departures to Orlando:

- 9:30 a.m. arrive Orlando 12:20 p.m.
- 5:10 p.m. arrive Orlando 8:00 p.m.
- 8:40 p.m. arrive Orlando 11:30 p.m.
- 6:30 a.m. arrive Orlando 9:23 a.m. (Dec. 14- April 30/14)

- 11:10 a.m. arrive Orlando 14:03 p.m. (Dec. 14- April 30/14)
- 6:50 p.m. arrive Orlando 9:43 p.m. (March 1-28/14)

Orlando departures to Toronto:

- 7:15 a.m. arrive Toronto 10:04 a.m.
- 1:15 p.m. arrive Toronto 4:04 p.m.
- 8:55 p.m. arrive Toronto 11:44 p.m.
- 6:00 a.m. arrive Toronto 8:49 a.m. (March 1-28/14)
- 10:15 a.m. arrive Toronto 1:04 p.m. (Dec. 14- April 30/14)
- 2:55 p.m. arrive Toronto 5:44 p.m. (Dec. 14- April 30/14)

*actual flight times may vary slightly with seasonal changes. Full schedule details are available at www.aircanada.com

Air Canada rouge introduces A-319 Premium rouge service

Air Canada rouge is operating newly retrofitted A-319 aircraft on select routes featuring 136 seats, including the introduction of 12 Premium rouge seats in the front 3 rows of the aircraft in a separate curtained cabin. Premium rouge features a 35" pitch with a 5" recline, blocked middle seats for more personal space, complimentary entertainment including both free content and iPads and a premium meal and beverage service. Premium rouge customers also enjoy complimentary Maple Leaf Lounge access, priority check in, security and boarding. Premium rouge service will be offered on the following routes:

- Toronto-Orlando starting today, November 25
- Toronto-Sarasota, Florida, launching November 30
- Toronto-Kingston, Jamaica, launching Jan.6
- Toronto-San Jose, Costa Rica, launching Jan. 6
- Toronto-Cancun, Mexico, launching Jan. 6
- Montreal-Las Vegas, USA, launching March 1

In addition to Premium rouge, the cabin also features 6 new slimline rouge Plus seats in a 3+3 configuration directly behind the Premium rouge cabin offering more legroom; and 118 new slimline rouge seats in a 3+3 configuration. A tasty selection of meals, drinks and snacks, as well as comfort items such as pillows, blankets and headphones are available to rouge and rouge Plus customers onboard through Air Canada rouge's Buy On Board service.

Air Canada rouge crew offer the airline's unique warm welcome onboard. Trained in Orlando in Customer Service Excellence, they take every measure to ensure flights that are relaxed, enjoyable and are a memorable start and end to a Florida vacation. Air Canada rouge aircraft are all equipped with **player**, a next generation in-flight entertainment system that streams unlimited live entertainment -- including movies, TV shows, kids programming, music and an About Us section -- to customers' personal electronic devices. Air Canada rouge is one of the first airlines in North America to offer streaming onboard content. **player** is offered at a nominal fee of \$5 for rouge and rouge Plus customers for unlimited movie and TV show access; music and destination content are always complimentary. Customers are invited to bring their own fully-charged laptop or iPad, iPod or iPhone, or they can rent an iPad on board for \$10.

Travel with Air Canada rouge brings a host of Air Canada benefits: a global reputation for safety and reliability; an extensive connector network; easy online booking through www.aircanada.com (or book through any travel agent); convenient check in options; generous baggage allowances, and the opportunity to earn and redeem Aeroplan Miles.

Book a vacation package in Orlando with Air Canada Vacations

Air Canada Vacations customers can fly to Orlando with non-stop weekly flights onboard Air Canada rouge or Air Canada with Air Canada Vacations, from Toronto, Montreal, Ottawa and Halifax. Customers can experience the magic of a Walt Disney World Resort, take a vacation out the ordinary at Universal Orlando Resort, explore SeaWorld or shop the more than 50 million square feet of retail space. From sports and recreation to tee-off time at more than 150 area golf courses, Air Canada Vacations' air and hotel packages are waiting to be discovered.

Over 50 hotels in Orlando offer savings such as up to 35% off a hotel stay, free dining plans, and more. Plus, kids stay free in most hotels. Travellers can enjoy Florida by car, with several rental options to choose from, and discover tickets to fun activities such as Universal Studios, water parks, zoos, adults-only shows and much more.

For a limited time, Air Canada Vacations is offering a special rate with the Play, Stay and Dine promotion at a Walt Disney World Value Resort. Disney offers flexible *Magic Your Way* vacation packages for a dream vacation on any budget and the magic of Disney at sea with Disney Cruise Line. Visitors can choose from 16 unique resorts, select a dining plan and add *Magic Your Way* tickets. With several options for admission to theme parks, there is an option to purchase ahead and save valuable time. Plus, enjoy complimentary transportation between the Orlando International Airport, the *Disney Resort* hotel and throughout the *Walt Disney World Resort*. As an added bonus, Aeroplan Miles can be redeemed towards Walt Disney World packages.

Visit aircanadavacations.com/usa for more information.

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Media contact:
Jill Wykes
Communications, Air Canada Leisure Group
416 543 6836 jmwyz@aol.com

About Air Canada rouge

Air Canada rouge is Air Canada's new leisure airline, part of the new Air Canada Leisure Group, along with Air Canada Vacations. Air Canada rouge began operating July 1, 2013 with a start-up fleet of two Airbus A-319 aircraft and two Boeing 767-300ER aircraft. The fleet grows to ten aircraft by the end of 2013 with the addition of six Airbus

A-319 aircraft by December 2013 and an additional six Airbus A-319 aircraft by April 2014, for a total of 16 aircraft by the end of the 2013-2014 winter season. 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. 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.

About Air Canada Vacations

Air Canada Vacations is a leading Canadian tour operator offering a wide selection of vacation packages to destinations across Mexico & the Caribbean, Central and South America, Europe, Asia, the South Pacific, Canada and the U.S.A. and is a repeat recipient of the Consumer's Choice Award for favourite Travel Wholesaler. Air Canada Vacations offers convenient connectors from 65 Canadian cities, Executive Class[®] service, on-demand entertainment from gate to gate on many flights, mobile app, web and mobile check-in and Aeroplan[®] Miles. Visit aircanadavacations.com/agents for more information or to book.