



Media Release

Air Canada rouge adds second Florida destination with the only non-stop flights from Toronto to Sarasota, Florida's Gulf Coast gem; 10 percent more seats

Toronto, November 29, 2013 – Air Canada rouge continues its expansion into Florida Nov. 30th launching Saturday and Sunday flights from Toronto to Sarasota, on Florida's white sand Gulf Coast, and that will increase to daily flights from December 17th through to April 27th, 2014.

Air Canada rouge is the only Canadian carrier offering convenient non-stop service between Toronto and Sarasota and will add 10% more capacity to the route over the coming year.

Sarasota is home to the renowned Ringling Museum and upscale shopping at St. Armand's Circle. The charming southern city is flanked by the barrier islands Siesta Key, Lido Key and Longboat Key, all featuring a wide variety of condos and resorts that offer a warm winter home to many Canadians.

Sarasota is also known for its culture, with options including opera, theatre, and the symphony. Excellent restaurants abound in the revitalized downtown core and the area is rich with numerous golf courses and attractive shopping malls.

"Sarasota attracts Canadians looking to escape the snowy winter and is a perfect choice for this seasonal service by Air Canada rouge," said Michael Friisdahl, President & CEO, Air Canada Leisure Group. "Our short non-stop flight makes it ideal for long weekends and golf getaways as well as longer stays in vacation properties and offers customers the convenience of arriving directly in Sarasota, instead of Tampa, an hour away."

Air Canada rouge offers convenient flight times as follows:

Saturday Nov. 30 & Dec. 7:

- Depart Toronto 12:55 p.m. arrive Sarasota 3:50 p.m.
- Depart Sarasota 4:45 p.m. arrive Toronto 7:40 p.m.

Sunday Dec. 1, 8 & 15 & Saturday Dec. 14:

- Depart Toronto 2:10 p.m. arrive Sarasota 5:15 p.m.
- Depart Sarasota 6:00 p.m. arrive Toronto 8:56 p.m.

Daily flights as of Dec. 17 to April 27:

- Depart Toronto 2:10 p.m. arrive Sarasota 5:15 p.m.

- Depart Sarasota 6:00 p.m. arrive Toronto 8:56 p.m.

Book a vacation package to Sarasota with Air Canada Vacations

With 7 flights per week out of Toronto, Sarasota's sheltered Gulf Coast waters provides the perfect family vacation spot and couples will enjoy both charming coastal towns and fine dining. Book air and hotel by March 31, 2014 and save up to \$150 per couple on destinations in the U.S. Booking flight and hotel will save \$100 per couple, plus save an extra \$50 on a car rental when added to flight and hotel. In addition, earn valuable Aeroplan Miles on every air-inclusive vacation that is booked.

Choose from 19 hotels in the area offering everything from resort style accommodations to apartments to vacation homes. Sarasota's rich cultural scene and white-sand beaches are reasons enough to visit this Gulf Coast gem.

Visit www.aircanadavacations.com/usa for more information.

Air Canada rouge Toronto-Sarasota Service: Featuring Premium rouge

Air Canada rouge will operate its Airbus 319 aircraft on the Toronto-Sarasota route. The newly retrofitted aircraft features 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 an iPad and a premium meal and beverage service. Premium rouge customers also enjoy complimentary Maple Leaf Lounge access, priority check in, security and boarding.

There are also 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, rouge crew 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. Premium rouge customers also have complimentary access to **player and an iPad**. Customers simply need 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.

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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 A319 aircraft and two Boeing 767-300ER aircraft. The fleet grows to ten aircraft by the end of 2013 with the addition of six Airbus A319 aircraft by December 2013 and an additional six Airbus A319 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.