



Aeroplan Announces Partnership with Homeserve and Forms Aeromove™ Home and Move Program

Montreal, QC and Toronto, ON – August 3, 2006 – Aeroplan (TSX: AER.UN) and Homeserve Technologies Inc. today announced a national, multi-year agreement to offer Aeroplan members the opportunity to earn Aeroplan Miles on various moving services.

Aeroplan members will be able to take advantage of this new partnership through a newly developed move and home program called *Aeromove™*. Member offer details will be announced at the time of launch, in early 2007.

Homeserve is associated with real estate service providers Royal LePage Relocations Services, Contract Settlement Services and other residential real estate services managed by Brookfield Asset Management.

“*Aeromove* will offer members the opportunity to earn Aeroplan Miles on one of life’s largest and most expensive events, the costs associated with a move,” said Rupert Duchesne, President and CEO, Aeroplan. “In addition to linking our members to leading Canadian real-estate service providers, the *Aeromove* program will provide a one-stop shopping channel to access essential moving services, including those offered by existing Aeroplan partners whose products and services are closely linked to the moving process.”

“We are excited about working with Aeroplan, Canada’s premier loyalty marketing company, to offer Aeroplan members a convenient and relevant channel program for their moving needs,” said Jim Dunbar, President and CEO, Homeserve. “By leveraging our proprietary move services technology platform and Homeserve’s and Aeroplan’s affiliated relationships, we are committed to providing value and rewarding members during this significant life stage.”

About Aeroplan

In the more than 20 years since its inception, Aeroplan has grown into Canada’s premier loyalty marketing company.

Aeroplan’s millions of members earn Aeroplan Miles with its network of more than 60 partners, representing more than 100 brands in the financial, retail and travel sectors and redeem those miles towards travel to more than 842 destinations worldwide or for a wide array of exclusive lifestyle rewards.

Together with its world-class partners, Aeroplan develops and executes innovative and appealing member-targeted marketing programs designed to engage the loyalty of this elite and prestigious segment of Canadian consumers.

For more information about Aeroplan, please visit www.aeroplan.com.

About Homeserve

Homeserve is a Canadian-based software development company focused on providing home and move-related services to clients through customized technology platforms. Homeserve is associated with Royal LePage Relocations Services, Centract Settlement Services and other residential real estate services managed by Brookfield Asset Management (NYSE/TSX:BAM).

Caution Concerning Forward-Looking Statements

Certain statements in this news release may contain forward-looking statements. These forward-looking statements are identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would", and similar terms and phrases, including references to assumptions. Such statements may involve but are not limited to comments with respect to strategies, expectations, planned operations or future actions. Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the business.

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