



March 22, 2010

Re: AIR MILES® Reward Program

Dear: Valued Customer

We are excited to announce that we are a Promotional Sponsor with the AIR MILES® Reward Program, the world’s most successful coalition loyalty program, offering a select number of our valued customers remarkable rewards through this powerful partnership.

The AIR MILES Bonus Card makes it easier than ever for you to earn AIR MILES reward miles with Canada’s number one loyalty program.

How it Works

The program commences April 1, 2010 for a select number of customers for market evaluation purposes and will be expanded to additional customers once the 90 day evaluation process has been completed.

All you need to do is fax this document back to **403 243-1395** with the box below checked off or email back to airmiles@canadianfreightways.com.

We wish to participate **Company Name:** _____

Contact #: _____ **Company Account Number:** _____

Your Name: _____ **Your e-mail:** _____

Upon receipt of your request to participate we will notify you by mail as to weather you were one of the customers that were pre selected. Those that were selected will earn AIR MILES reward miles starting April 1, 2010. If you are not one of the pre selected customers you will be advised of the expanded program details in early July, 2010.

You will receive by mail AIR MILES Bonus Card/s in the denomination of reward miles earned the previous month following the end of each month. Each Bonus Card has a unique deposit code that is revealed when the security film is removed.



It is a very simple three step deposit process.

1. Customer goes to www.airmiles.ca/bonuscard
2. Customer enters their AIR MILES Collector Card number
3. Customer enters the Bonus Card number and Deposit code

There is no restriction on whose account these AIR MILES reward miles can be deposited into.

AIR MILES reward miles are awarded as follows:

Each shipment that you send to a customer or receive from a customer regardless of payment terms will earn you **10 Standard AIR MILES reward miles**. (Excludes shipments that are picked up and delivered in the same city.)

Bonus AIR MILES reward miles over and above the 10 Standard AIR MILES reward miles can be earned as follows:

Bonus reward miles earned for the following:	Bonus reward miles Earned
Each shipment from western Canada to eastern Canada	5
Each shipment to or from USA	10
Each shipment from Alberta to BC	5
Each shipment from British Columbia (excluding greater Vancouver) to western Canada	5

You can earn a round trip flight for as little as 850 AIR MILES reward miles.

Example: You have one shipment going to eastern Canada, 2 coming from USA, 2 going to USA, and 4 other various shipments for the month. Reward miles earned are:

1 eastern Canada	=	15
2 from USA	=	40
2 to USA	=	40
4 various	=	40
Total	=	145

Based on the above example you will earn a free flight in less than 6 months.

We look forward to you joining the program.

For pick up, customer service, or rate quote, please call 1-888-868-7923 or you can call your Account Executive direct.

Sincerely,

Ralph Wettstein
Vice President, Canadian Freightways

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