



FOR IMMEDIATE RELEASE

November 22, 2010



aeroplan

PJ's Pets teams up with the Futura Loyalty Group Inc. and Aeroplan to award Grand Prize Winner a \$1000 Gift Card.

Monday November 22 - PJ's Pets, Pets Unlimited, and Futura Loyalty Group are excited to present Grand Prize Winner Gabrella De Oliveira with a PJ's Pets/Pets Unlimited Gift Card in the amount of \$1000.

As the Grand Prize Winner, Gabrella was given a choice of 20,000 Aeroplan Miles or a \$1,000 PJ's Pets/Pets Unlimited Gift Card. Two secondary prizes of 5,000 Aeroplan Miles or a \$250 PJ's/Pets Unlimited Gift Card were also awarded to contest winners Arthur Young and Jana Vanek.

To enter, existing Aeroplan Cardholders and members of the Futura Program who shopped at PJ's Pets and Pets Unlimited between September 10 - October 7, 2010, and presented their Aeroplan Card or registered Futura Rewards card, were all eligible for a chance to win the grand prize of 20,000 Aeroplan Miles or a \$1,000 PJ's Pets/Pets Unlimited Gift Card, or 1 of 2 secondary prizes of 5,000 Aeroplan Miles or a \$250 PJ's/Pets Unlimited Gift Card.

Since PJ's Pets and Pets Unlimited launched their partnership in 2009 with Aeroplan and Futura Rewards, customers using their Registered Rewards card earn one Aeroplan Mile for every \$1 spent, or 3% Cash Back Futura Rewards on every purchase. As an added bonus; Reward Card holders are automatically entered into monthly contests, and are eligible for promotions and frequent **BONUS** offers.

About The Futura Loyalty Group Inc.

The Futura Loyalty Group markets a suite of coalition rewards programs to mid size retail and service businesses nationally. Currently the two programs being offered are Futura Rewards; a proprietary cash rewards program, as well as Aeroplan Miles. The company also licenses its proprietary technology solutions to companies and organizations looking to operate private label rewards programs.

About PJ's Pets/Pets Unlimited

PJ's is a Canadian owned and operated company with stores in the provinces of Ontario, Alberta, British Columbia, Nova Scotia, New Brunswick, PEI and Newfoundland. We proudly employ over 600 Canadians and support dozens of Canadian pet product manufacturers, distributors and breeders.

We believe the bond between humans and animals is a remarkable gift that should be available to all and treated with the utmost care. We nurture this gift every day by putting the health and happiness of our pets first and by providing Canadian pet parents with quality pet care products and knowledgeable advice in a bright, happy and welcoming environment.

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