
Home sellers – earn 1,000 AIR MILES reward miles at CENTURY 21 offices

VANCOUVER, BC (October 1, 2014) – Home sellers can earn 1,000 AIR MILES^{®†} reward miles up front when they list their home with a participating CENTURY 21[®] office. Clients have been awarded over 140 million reward miles since the organization became an AIR MILES sponsor in 1992. Only CENTURY 21 offices are able to offer customers reward miles when they buy or sell real estate.

“Success in this industry has always come from providing exceptional service that builds long term client relationships,” said Brian Rushton, executive vice president, CENTURY 21 Canada. “Over two-thirds of Canadian households collect reward miles, and we provide REALTORS[®] with this valuable way to give back to their customers.”

CENTURY 21 Canada announced the new “List With Me” offer to celebrate 22 years as the exclusive real estate sponsor of the AIR MILES Reward Program. In addition to the new offer, CENTURY 21 clients can earn two reward miles for every \$1,000 of property value bought or sold through a participating office.

Terms and conditions apply for both offers. Contact an office near you to learn more, or visit century21.ca/AIRMILES for complete details.

AIR MILES Collectors can earn reward miles through more than 120 sponsors nationwide at thousands of retail and service locations, and online. With an AIR MILES Collector Card, consumers can turn everyday purchases such as gas and groceries into rewards like value towards their purchases with AIR MILES Cash, merchandise including kitchen gadgets or electronics, dream vacations, and so much more.

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Media contact:

Ashley Lockyer
Communications & Marketing Strategist
CENTURY 21 Canada
ashley.lockyer@century21.ca
604.606.2164

About CENTURY 21 Canada:

Century 21 Canada Limited Partnership (century21.ca) is a real estate master franchisor with exclusive rights to the CENTURY 21 brand in Canada. The CENTURY 21 System is the world's largest residential real estate franchise sales organization with approximately 6,900 independently owned and operated franchised broker offices worldwide and

over 102,000 sales professionals. CENTURY 21 provides comprehensive training, management, administrative and marketing support for its members in 75 countries and territories worldwide.

About the AIR MILES Reward Program

Founded in 1992, the AIR MILES Reward Program is Canada's premier coalition loyalty program with more than 10 million active Collector accounts, representing approximately two-thirds of all Canadian households. The AIR MILES Reward Program allows Collectors to earn reward miles simply by doing their everyday shopping at more than 240 leading brand-name Sponsors, representing thousands of retail and service locations across Canada and leading global brands online. The AIR MILES Reward Program also allows Collectors to indulge in more than 1,200 leisure, entertainment, merchandise and travel rewards and a range of accredited, environmentally-friendly lifestyle rewards. With AIR MILES Cash, Collectors can also have the flexibility to instantly redeem their AIR MILES reward miles in-store and online towards many every day purchases from participating gas, grocery, drug store, and home improvement Sponsors.

All Rewards offered are subject to the Terms and Conditions of the AIR MILES Reward Program, are subject to change and may be withdrawn without notice. Some restrictions may apply. Quantities may be limited. See airmiles.ca for details.

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