NEO: CJET

Canada Jetlines Partners with Boom Group, Leading Loyalty, and Rewards Platform

TORONTO, ON, JANUARY 5, 2022 – **Canada Jetlines Operations Ltd. (NEO: CJET)** (“**Canada Jetlines**” or the “**Company**”) the new, all-Canadian, leisure airline, is pleased to announce a partnership with Boom Group Inc (BOOM), Western Canada’s leading employee and member rewards platform. Through this alliance, travellers will have the ability to enroll through the BOOM Rewards’ platform to purchase flights at a preferred rate, on all current and future routes via Canada Jetlines’ international network.

The BOOM platform powers the leading membership rewards and loyalty program, allowing member companies to engage, grow, and create unique experiences for members. News of the partnership is shared following Canada Jetlines’ addition of two new routes, including Las Vegas, and Melbourne/Orlando, Florida, in addition to a second aircraft to the carrier’s growing fleet.

“We’re thrilled to partner with BOOM Group to provide travellers with a convenient and accessible loyalty programs and rewards platform to fuel future travel,” shared Eddy Doyle, CEO of Canada Jetlines. “As a leader in the rewards space, with tens of thousands of members, BOOM will plug Canada Jetlines into a high value, targeted consumer base for individuals seeking tailored experiences.”

“Travel continues to be one of the most popular and growing categories in the BOOM platform,” said Laureen Regan, President, and CEO of Boom Group Inc. “Canada Jetlines provides access to flight options for domestic leisure travel routes with future expansion planned for international routes. We are excited to be partnering with Canada Jetlines to provide our BOOM Members with new travel options at great rates.”

Visit Jetlines.com to book travel and follow Canada Jetlines on all social media platforms via #CanadaJetlines to keep up with the latest Jetlines news. Travellers can reserve vacation packages with preferred travel agents, who can earn up to 10% commission on all base fares, when contracted directly with Canada Jetlines.

# # # #

About Canada Jetlines

Canada Jetlines is a leisure focused air carrier, which will utilize a growing fleet of Airbus 320 aircraft to provide Canadians with value vacation choices and convenient travel options. Canada Jetlines will provide exciting vacation packages to iconic Canadian destinations and beyond via strong partnerships with airports, CVB's, tourism entities, hotels, hospitality brands, and attractions. With a projected growth of 15 aircrafts by 2025, Canada Jetlines aims to offer the best-in-class operating economics, customer comfort and fly-by-wire technology, providing an elevated guest centric experience from the first touchpoint. To learn more, please visit www.jetlines.com and follow on all social media platforms for news and updates.

About Boom Group

The BOOM Rewards Loyalty Platform delivers a highly integrated solution that supports Member Companies to engage, grow, retain, and create unique experiences for the tens of thousands of Members currently with access to the platform. At the same time, BOOM, uniquely and successfully, connects retail brands in multiple sectors to BOOM's highly engaged and loyal community of targeted, employed and professional Members.

Connect With Us!
Instagram: @ca_jetlines
Twitter: @ca_jetlines
Facebook: @CAJetlines
LinkedIn: www.linkedin.com/company/jetlines

Media Contact:
media@jetlines.ca

Investor Relations Contact:
Jeff Walker, Vice President – The Howard Group
Email: jeff@howardgroupinc.com
Tel: 403.221.0915
Toll Free: 1.888.221.0915

Cautionary Note Regarding Forward-Looking Information
This news release contains "forward-looking information" concerning anticipated developments and events that may occur in the future. Forward-looking information contained in this news release includes but is not limited to the Company's intention to operate as a leisure airline, the intention to offer the lowest possible price, the number of aircraft it intends to operate, the destinations of its intended flights, the benefits of the partnership with Boom Group Inc. and business of Jetlines.

In certain cases, forward-looking information can be identified by the use of words such as "plans", "expects" "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or variations of such words and phrases or statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved" suggesting future outcomes, or other expectations, beliefs, plans, objectives, assumptions, intentions or statements about future events or performance. Forward-looking information contained in this news release is based on certain factors and assumptions regarding, among other things, the receipt of financing to commence *airline operations, the accuracy, reliability and success of Jetlines' business model; the timely receipt of governmental approvals; Jetlines concluding a definitive agreement for aircraft to expand airline operations; the timely commencement of operations by Jetlines and the success of such operations; the legislative and regulatory environments of the jurisdictions where Jetlines will carry on business or have operations; the impact of competition and the competitive response to Jetlines' business strategy; and the availability of aircraft. While the Company considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect.*

Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors include risks related to, the ability to obtain financing at acceptable terms, the impact of general economic conditions, domestic and international airline industry conditions, the failure of the Company to conclude definitive agreements to acquire aircraft, supply chain disruptions causing delays in expected timelines, the impact of the global uncertainty created by COVID-19, future relations with shareholders, volatility of fuel prices, increases in operating costs, terrorism, pandemics, natural disasters, currency fluctuations, interest rates, risks specific to the airline industry, the ability of management to implement Jetlines' operational strategy, the ability to attract qualified management and staff, labour disputes, regulatory risks, including risks relating to the acquisition of the necessary licenses from regulatory agencies, and the additional risks identified in the "Risk Factors" section of the Company's reports and filings with applicable Canadian securities regulators. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those described in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking information. The forward-looking information is made as of the date of this news release. Except as required by applicable securities laws, the Company does not undertake any obligation to publicly update any forward-looking information.