

## GRUPE AEROPLAN ADOPTS NEW NAME AND GLOBAL BRAND IDENTITY

### About the Aimia Brand

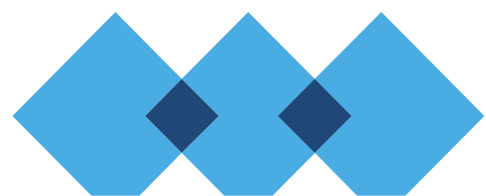
- Aimia represents the global enterprise into which Groupe Aeroplan has evolved with unmatched capabilities to provide a full suite of loyalty management products and services.
- While the names and brand identities of consumer facing brands Aeroplan, Nectar (Chile, Italy and the UK) and Air Miles Middle East will remain unchanged, business-to-business brands LMG Insight & Communication and Carlson Marketing will now operate under the name Aimia: One single global brand reflecting our position as a global leader in building long-term profitable relationships between brands and their customers.

### About the name Aimia

- Aimia is modern and distinctive and resonates in many languages.
- There is dialogue and movement within the name itself. The creation of Aimia was inspired by palindromes – words that read the same backwards and forwards, as they give the sense of two way conversation, a clear reflection of our approach to delivering value to our customers and consumers.
- It alludes to pinpoint precision – where two aims cross over. Whether it's the sweet spot where the needs of clients and the wants of consumers overlap or the insight garnered from two different vantage points.
- It is inspired from the word 'aim': highlighting focus and precision, describing our expertise in targeting the right consumers with the right messages. It is also from the French words 'aimer' or 'ami' emphasizing the importance of partnership and relationships and denoting a friendly tone and approach.
- The symmetry of Aimia mirrors the balance and partnership that sits at its core. A crosshair of aims, a meeting of minds. We see relationships differently.

### About Aimia's tagline

- Our tagline is Inspiring Loyalty. This tagline will help introduce and establish the new name by giving a snapshot of who we are. It gives the name context and ballast by capturing what is most important to our business.



## About Aimia's creative platform

- Aimia will be using simple geometric shapes as a distinctive graphic language within its communications. These shapes are a visual representation of how Aimia sees the patterns in data and the insight gained by broadening and sharing perspectives
- Aimia will also be using a contemporary and bold colour palette giving a sense of stature and confidence, movement and flexibility.

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### Contacts:

Michele Meier, Aimia  
514-205-7028  
[michele.meier@aimia.com](mailto:michele.meier@aimia.com)

Janine Allen, Fleishman Hillard  
416-357-9294  
[janine.allen@fleishman.ca](mailto:janine.allen@fleishman.ca)

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