

Aimia Inc.

Groupe Aeroplan, Now Carrying on Business as Aimia, to Change Ticker Symbols

MONTREAL, Oct. 6, 2011 /CNW/ - Groupe Aeroplan Inc., now carrying on business as Aimia today reconfirmed that, effective October 7, 2011, the company's ticker symbols on Toronto Stock Exchange will be changed and its common shares and cumulative rate reset preferred shares, Series 1 will begin trading under the symbols AIM and AIM.PR.A, respectively.

The ticker symbol changes follow the announcement earlier this week of the company's new name and global brand identity.

"As announced earlier this week, we selected our new name, Aimia, to represent the full-suite, global loyalty business that we have become," said Rupert Duchesne, President and CEO of Aimia. "It encompasses our straightforward passion to build long term, profitable relationships and our goal to become the recognized global leader in loyalty management."

The proxy circular for the next Annual Meeting of Shareholders will include a proposal to amend the company's articles of incorporation to change its corporate name to Aimia Inc.

About Aimia

Groupe Aeroplan Inc., doing business as Aimia, is a global leader in loyalty management. Aimia's unique capabilities include proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. In addition, Aimia has majority equity positions in Air Miles Middle East and Nectar Italia as well as a minority position in Club Premier, Mexico's leading coalition loyalty program.

Aimia is a Canadian public company listed on Toronto Stock Exchange (TSX: AER (currently) and changing to TSX:AIM effective October 7, 2011) and has over 3,800 employees in more than 20 countries around the world. For more information about Aimia, please visit www.aimia.com.

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