

Aimia Inc.

## Media Advisory - Aimia to hold 2012 Investor Day

MONTREAL, Sept. 17, 2012 /CNW Telbec/ - Aimia (TSX: AIM) will hold an Investor Day in Toronto to showcase its global operations on Thursday, September 20, 2012. The details of the event are:

**Date:** Thursday, September 20, 2012

**Time:** 9:00 - 4:00 pm ET

**Telephone:** 1-866-539-4133, Passcode 15674052

**Webcast:** <http://event.on24.com>

**Replay:** An archived audio webcast will be available at: [www.aimia.com](http://www.aimia.com) within 24 hours of the original broadcast.

**Slides:** A slide presentation intended for simultaneous viewing with the webcast will be available the morning of September 20th, 2012 at: [www.aimia.com](http://www.aimia.com).

### About Aimia

Aimia Inc. ("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 and Cardlytics, a US-based private company operating in merchant-funded transaction-driven marketing for electronic banking.

Aimia is a Canadian public company listed on the Toronto Stock Exchange (TSX: AIM) and has over 3,400 employees in more than 20 countries around the world. For more information about Aimia, please visit [www.aimia.com](http://www.aimia.com).

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SOURCE: AIMIA

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