

Aimia Inc.

Aimia CEO Rupert Duchesne to present at CIBC Retail and Consumer Conference

MONTREAL, March 27, 2013 /CNW Telbec/ - Rupert Duchesne, Group Chief Executive, Aimia (TSX: AIM), will be presenting on Thursday March 28, 2013 at 1:00 p.m. EDT at CIBC's 16th Annual Retail and Consumer Conference in Toronto, Ontario. Mr. Duchesne will present on Aimia's evolving business model and the role data analytics will play in the global loyalty industry. The presentation will be broadcast live over the Internet at the following address:

<https://webcasts.welcome2theshow.com/cibc2013retail/aimia>.

About Aimia

Aimia Inc. ("Aimia") is a global leader in loyalty management. Employing more than 4,000 people in over 20 countries worldwide, Aimia offers clients, partners and members proven expertise in launching and managing coalition loyalty programs, delivering proprietary loyalty services, creating value through loyalty analytics and driving innovation in the emerging digital, mobile and social communications 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 owns stakes in Air Miles Middle East, Nectar Italia, Mexico's leading coalition loyalty program Club Premier, Brazil's Prisma Fidelidade, and i2c, a joint venture with Sainsbury's offering insight and data analytics services in the UK to retailers and suppliers. Aimia also holds a minority position in Cardlytics, a US-based private company operating in transaction-driven marketing for electronic banking. Aimia is listed on the Toronto Stock Exchange (TSX: AIM). For more information, visit us at www.aimia.com.

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