

Aimia Inc.

## Aimia announces new partnership in India with Axis Bank

INDIA, May 16, 2013 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a global leader in loyalty management, announced today its partnership with Axis Bank, India's third largest private sector bank, launching its bank-wide customer loyalty program: eDGE Loyalty Rewards.

Aimia's India office designed and deployed the program in partnership with Axis Bank, and will be responsible for its on-going management.

**Akash Sahai, Managing Director India, Aimia**, said: "We are delighted to be working with Axis Bank on their loyalty program which will allow the bank to use customer insights and targeted communications to build ongoing relationships with its customers. Aimia has been strengthening its presence in India and Axis Bank's confidence in Aimia is testament to that."

The eDGE Loyalty Rewards program is available to customers that maintain certain savings account and card relationships with the bank, and will cover a third of the bank's customer base. Customers can easily register for the program at [edgerewards.axisbank.com](http://edgerewards.axisbank.com), and once registered will earn loyalty points on account opening, debit and credit card shopping transactions, and on transactions across electronic channels. Customers will also earn points if they hold some other products from the bank, making the overall relationship more rewarding.

**Manisha Lath Gupta, Chief Marketing Officer, Axis Bank** said: "The eDGE Loyalty Rewards have evolved from our brand promise of being a true 'partner in progress' for our customers. While we continue to design and develop new products and services that meet our customers' needs, eDGE Loyalty Rewards will make various transactions, purchases and interactions far more rewarding for the customer and the bank. The vast range of rewards and friendly online experience should further drive engagement and bonding with our customers."

In India, Aimia manages loyalty, CRM and analytics programs for several reputed brands, including the Taj Hotels and Axis Bank.

### 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 Aimia at [www.aimia.com](http://www.aimia.com)

### About Axis Bank

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 1,947 domestic branches (including extension counters) and 11,245 ATMs across the country, as on 31st March 2013, the network of Axis Bank spreads across 1,263 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has overseas offices in Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website [www.axisbank.com](http://www.axisbank.com) offers comprehensive details about its products and services.

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