

Aimia Inc.

## Aimia Named a Loyalty Program Service Provider Leader

*Aimia Receives Top Marks for Market Presence, Loyalty Analytics and Measurement, Loyalty Data Management in Independent Research Firm Report*

MONTREAL, Nov. 4, 2013 /CNW Telbec/ - Forrester Research, Inc., an independent research company has recognized Aimia, a global leader in loyalty management, as a loyalty program leader in "The Forrester Wave™: Loyalty Program Service Providers, Q4 2013; The Eight Providers That Matter Most And How They Stack Up."

The Forrester report, which was released on Wednesday, categorizes companies as Leaders, Strong Performers, Contenders and Risky Bets. Aimia was cited as one of five "Leaders" in the loyalty program service provider space.

Aimia "stacked up" very well and received top scores in Loyalty Analytics and Measurement and Loyalty Data Management. And, the Forrester Wave™ cites Aimia as receiving the highest score in Market Presence, which looks at financial strength, target market, total employees and the number of active and new customers for each firm.

Separately, the report also notes that "Marketers looking for a global perspective on loyalty will like Aimia's international presence." as well as commenting that, "in this evaluation, Aimia's loyalty analytics and program operations shone."

"Aimia is pleased to be recognized as a Leader in loyalty programs," said Michael Zea, President and CEO of Aimia's U.S. operations. "The momentum we have been building globally reflects our focus on growing our comprehensive loyalty service and product offerings, and our commitment to helping our clients develop deep and meaningful relationships with their best customers."

### **About Aimia**

Aimia Inc. ("Aimia" or the "Corporation") 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, Nectar, the United Kingdom's largest coalition loyalty program and Nectar Italia. In addition, Aimia owns stakes in Air Miles Middle East, 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](http://www.aimia.com)

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