

Aimia Inc.

Aimia Names Shailesh Baidwan Regional President, Asia Pacific

MONTREAL, May 8, 2014 /CNW Telbec/ - David Johnston, Aimia Group Chief Operating Officer, is pleased to announce the appointment of Shailesh Baidwan to the newly created role of Regional President, Asia Pacific. In this role, Baidwan will be responsible for developing and executing Aimia's growth strategy across the region.

"With more than 20 years of experience across marketing, sales, strategy and general management in both financial services and consumer products, Shailesh is a seasoned executive, with a proven ability to work across borders in Asia," Johnston said. "He has the leadership capability and entrepreneurial drive to exploit the tremendous opportunity we have in the APAC Region."

Baidwan joins Aimia from American Express, where he was most recently Chief Executive Officer for American Express Banking Corporation, India. Prior to his 10 years at American Express he spent six years at VISA and six years at Nestle in a range of roles across Australia, South East Asia, Japan, China and India. He was educated in India and completed his MBA at IIM Bangalore.

Shailesh will join Aimia on June 9th and be based at our Asian regional headquarters in Singapore.

About Aimia

Aimia Inc. ("Aimia") is a global leader in loyalty management. Employing more than 4,300 people in 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, Nectar Italia, Italy's largest coalition loyalty program and Smart Button, a leading provider of SaaS loyalty solutions. In addition, Aimia owns stakes in Air Miles Middle East, Travel Club, Spain's largest coalition loyalty program, Club Premier, Mexico's leading coalition loyalty program, China Rewards, the first coalition loyalty program in China that enables members to earn and redeem a common currency, Think Big, the owner and operator of BIG - AirAsia and Tune Group's loyalty program, 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 card-linked marketing. Aimia is listed on the Toronto Stock Exchange (TSX: AIM). For more information, visit us at www.aimia.com.

SOURCE AIMIA

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