

Aimia Inc.

## Aimia appoints John Boynton Chief Marketing Officer in Canada

MONTREAL, Sept. 11, 2014 /CNW Telbec/ - Vince Timpano, President and Chief Executive Officer, Canada, Aimia Inc. (TSX:AIM), announces the appointment of John Boynton to the newly created role of Chief Marketing Officer for Canada. Boynton's mandate is to ensure Aimia is recognized in Canada as the leader in loyalty marketing and for its full suite of loyalty programs, products and services.

Boynton will shape the future of the Aeroplan program by accelerating the development of innovative products and marketing, leveraging valuable member insights to ensure a rich and relevant member experience. He will also lead the proprietary loyalty business, with a focus on high-value loyalty products and services.

"John is a widely recognized and respected marketing leader within Canada and we are thrilled to have him join Aimia," said Timpano. "He has a strong track record in a number of sectors and brings a unique mix of social, digital and data-driven marketing expertise, coupled with classic marketing strategy and execution. John will play a pivotal role in building our Aimia and Aeroplan brands in Canada and strengthening our leadership position in this market."

With more than 25 years of broad marketing experience, Boynton most recently served as executive vice president and chief marketing officer for Rogers Communications Inc., one of Canada's largest communications and media companies. Prior to his 12 years at Rogers, he gained experience across a number of sectors across North America with brands such as Pepsi Co, Sprint Canada, and AT&T.

Boynton is a member of the boards of the Canadian Marketing Association, Toronto Region Board of Trade and the Ian O. Ihnatowycz Institute for Leadership Council at the Richard Ivey School of Business. He holds an Honors Business Administration, Marketing degree from the Richard Ivey School of Business at the University of Western Ontario.

### 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](http://www.aimia.com).

SOURCE AIMIA

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