

Aimia Inc.

Evolving the way Nectar points are issued in Sainsbury's

MONTREAL, Oct. 13, 2014 /CNW Telbec/ - Aimia Inc. (TSX:AIM) a global leader in loyalty management, announced today that its Nectar coalition program in the UK is working with Sainsbury's, one of its key partners, to evolve the way Nectar points are issued in Sainsbury's. This evolution will make Nectar a more engaging loyalty program and a stronger marketing tool for Sainsbury's, using customer insight and events, to reward members in a more personalized and relevant way.

From April 2015, Nectar members will earn one point for every £1 spent in store or online with Sainsbury's, compared with the existing two points per £1. Although Nectar members will therefore be earning fewer 'base' Nectar points, they will earn more 'bonus' Nectar points through a series of events throughout the year and increased personalized points offers. The value each individual member accrues will depend on how actively they engage with the program and the new bonus points opportunities.

Commenting on the changes, which apply to Sainsbury's only, Jan-Pieter Lips, President – EMEA, Aimia, said: "We're always looking at how Nectar can evolve to reflect the way members like to shop. When we launched more than 10 years ago we took a standardized approach to awarding points. Today, with our considerable customer insights and technological developments, Nectar can be used in a more targeted and personalized way. This is part of an exciting trend of loyalty programs, shifting emphasis from base reward on spend to reward for active engagement."

This change is in line with our commercial agreement and given that it primarily represents a change in the mix between base and bonus points, Aimia anticipates no impact on Adjusted EBITDA and only a marginal impact on consolidated Gross Billings and cash flows.

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.

Caution Concerning Forward Looking Statements

Forward-looking statements are included in this news release. These forward-looking statements are identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would", and "should" and similar terms and phrases, including references to assumptions. Such statements may involve but are not limited to comments with respect to strategies, expectations, planned operations or future actions, including the statement relating to the anticipated financial impact to Aimia's AEBITDA and consolidated Gross Billings resulting from the reduction in the "base" accumulation rate and increase in the use of "bonus" points at Sainsbury's.

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts, predictions or forward-looking statements cannot be relied upon due to, among other things, changing external events and

general uncertainties of the business and its corporate structure. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including the factors identified throughout Aimia's public disclosure records on file with the Canadian securities regulatory authorities.

The forward-looking statements contained herein represent Aimia's expectations as of October 13, 2014, and are subject to change after such date. However, Aimia disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

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