

Aimia Inc.

## Aimia declares dividends

MONTREAL, Feb. 27, 2015 /CNW Telbec/ - Aimia (TSX: AIM) announced today that the Board of Directors has declared a quarterly dividend of \$0.18 per common share, payable on March 31, 2015 to shareholders of record at the close of business on March 17, 2015.

The Board has also declared a quarterly dividend in the amount of \$0.40625 per Cumulative Rate Reset Preferred Share, Series 1, payable on March 31, 2015 to the holders of record at the close of business on March 17, 2015 and a quarterly dividend of \$0.390625 per Cumulative Rate Reset Preferred Share, Series 3, payable on March 31, 2015 to the holders of record at the close of business on March 17, 2015.

Dividends paid by Aimia to Canadian residents on both its common and preferred shares are "eligible dividends" for Canadian income tax purposes.

### About Aimia

Aimia Inc. (TSX:AIM) is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers.

With close to 4,000 employees in 20 countries, Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights.

We do this through our own coalition loyalty programs such as Aeroplan in Canada and Nectar in the UK, and through provision of loyalty strategy, program development, implementation and management services underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and SmartButton, and through our analytics and insights business, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico, Air Miles Middle East and Think Big, a partnership with Air Asia and Tune Group. Our clients are diverse, and we have industry-leading expertise in the fast-moving consumer goods, retail, financial services, and travel and airline industries globally to deliver against their unique needs.

For a full list of our partnerships and investments, and more information about Aimia, visit [www.aimia.com](http://www.aimia.com).

### SOURCE AIMIA

For further information: □

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