

Aimia Inc.

Aimia announces dividend rates on Cumulative Rate Reset Preferred Shares, Series 1 and Cumulative Floating Rate Preferred Shares, Series 2

MONTREAL, March 2, 2015 /CNW Telbec/ - Aimia (TSX: AIM) announced today the applicable dividend rates for its Cumulative Rate Reset Preferred Shares, Series 1 (the "Series 1 Shares") and its Cumulative Floating Rate Preferred Shares, Series 2 (the "Series 2 Shares"), further to the February 27, 2015 notice that it will not exercise its right to redeem all or any part of the outstanding Series 1 Shares and, as a result of which, subject to certain conditions, the holders of the Series 1 Shares will have the right to convert all or part of their Series 1 Shares into Series 2 Shares on a one-for-one basis.

With respect to any Series 1 Shares that remain outstanding after March 31, 2015, holders of the Series 1 Shares will be entitled to receive quarterly fixed, cumulative, preferential cash dividends, as and when declared by the Board of Directors of Aimia, subject to the provisions of the *Canada Business Corporations Act*. The dividend rate for the five-year period from and including March 31, 2015 to but excluding March 31, 2020 will be 4.5%, being 3.75% over the five-Year Government of Canada bond yield, as determined in accordance with the terms of the Series 1 Shares.

With respect to any Series 2 Shares that may be issued on March 31, 2015, holders of the Series 2 Shares will be entitled to receive quarterly floating rate, cumulative, preferential cash dividends, calculated on the basis of the actual number of days elapsed in such quarterly period divided by 365, as and when declared by the Board of Directors of Aimia, subject to the provisions of the *Canada Business Corporations Act*. The dividend rate for the floating rate period from and including March 31, 2015 to but excluding June 30, 2015 will be 4.217%, being 3.75% over the 90-day Government of Canada Treasury Bill yield, as determined in accordance with the terms of the Series 2 Shares.

Beneficial owners of Series 1 Shares who wish to exercise their conversion right should communicate as soon as possible with their broker or other nominee to obtain instructions for exercising such right on or prior to the deadline for exercise, which is 5:00 p.m. (Montreal time) on March 17, 2015.

Inquiries should be directed to Aimia's Registrar and Transfer Agent, CST Trust Company, at 1-800-387-0825 (toll free in Canada and the United States).

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.

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<https://aimia.mediaroom.com/2015-03-02-Aimia-announces-dividend-rates-on-Cumulative-Rate-Reset-Preferred-Shares-Series-1-and-Cumulative-Floating-Rate-Preferred-Shares-Series-2,1>