

Aimia Inc.

TELUS Chooses Aimia to Power Loyalty Program

MONTREAL, July 27, 2015 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, today announced TELUS, Canada's fastest-growing national telecommunications company, has selected Aimia as its loyalty partner to power and support its TELUS Rewards Program.

The Aimia Smart Button loyalty platform will provide the TELUS Rewards program with a robust customer centric platform that is feature rich and easily integrates into the company's own operating systems. The user-friendly interface means the loyalty program can be managed by the company's own internal marketing team. Through built in data exports, the platform will allow for real-time customer-level analysis, offering meaningful consumer data insights, allowing TELUS to effectively segment and engage with its customers with increased relevancy.

TELUS customers participating in the program can now earn and redeem TELUS Rewards points to save money on new smartphones, tablets, roaming travel passes, prepaid cards, accessories and more.

"Aimia's passion is helping our clients create deep and lasting relationships with their customers," said Kevin O'Brien, Chief Business Development Officer at Aimia in Canada. "We are proud to welcome TELUS onboard as the first telecommunications leader to join the list of international clients using Aimia Smart Button to power their customer focussed loyalty initiatives."

"As part of our commitment to put customers first in everything we do, we wanted to offer a loyalty program that provided added value to our customers," said Simone Lumsden, Vice President Customer Relationship Marketing and Engagement, TELUS. "Aimia provided us with the expertise and marketing technology to fulfill this commitment."

The Aimia Smart Button Loyalty Platform is a web-based loyalty technology platform that provides a turnkey solution for implementing and managing a successful loyalty and rewards program. The Aimia Smart Button loyalty platform has a proven global track record and strong portfolio of established clients who run successful loyalty programs on the platform.

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 Smart Button, 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 aimia.com.

About Telus:

TELUS (TSX: T, NYSE: TU) is Canada's fastest-growing national telecommunications company, with \$12.1 billion of annual revenue and 13.9 million customer connections, including 8.3 million wireless subscribers, 3.1 million wireline network access lines, 1.5 million high-speed Internet subscribers and 937,000 TELUS TV customers. TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video, and is Canada's

largest healthcare IT provider.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$396 million to charitable and not-for-profit organizations and volunteered and more than 6 million hours of service to local communities since 2000. Created in 2005 by Executive Chairman Darren Entwistle, TELUS' 11 community boards across Canada have led the company's support of grassroots charities and will have contributed \$47 million in support of 3,700 local charities organizations by the end of 2014, enriching the lives of more than two million Canadian children and youth. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

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