

Avis Budget Group and Aimia Expand Partnership

Avis Budget Group to Become Exclusive Car Rental Partner for Aeroplan

MONTREAL, Nov. 8, 2016 /CNW Telbec/ - Avis Budget Group, Inc. (NASDAQ:CAR) and Aimia Inc. (TSX:AIM) today announced that Avis Budget Group will become the exclusive car rental partner of Aeroplan, Canada's premier coalition loyalty program, starting in the first half of 2017.

Under the new agreement, which deepens the current relationship between Avis Car Rental and Aeroplan, Avis Budget Group will continue to deliver enhanced overall value for Aeroplan members' accumulation and redemption activities. Avis Budget Group will provide more rewarding and personalized offers from Avis - and now, from Budget Car Rental and Payless Car Rental as well.

Avis Budget Group is a leading global provider of vehicle rental services, and Aimia Inc. is a data-driven marketing and loyalty analytics company.

"Aeroplan continues to evolve to bring more value for our members as Canada's premier coalition loyalty program, and the new comprehensive partnership with Avis Budget Group redefines our car rental category," said Vince Timpano, president, Americas Coalitions, Aimia. "Avis Budget Group will be able to engage with close to five million active members in an enhanced way, benefiting from further performance insights from data analytics to gain a greater understanding of customer needs and behaviours. This partnership will also improve the Aeroplan member's experience provided by the full coalition of more than 75 partners and 150 brands."

Through the partnership, Avis Budget Group will be able to build relationships with Aeroplan's members that breed long-term engagement, and make smarter decisions to maximize customer value and return on marketing dollars.

"With our Avis brand, we have been a partner of Aeroplan for more than 30 years and are excited to expand our relationship," said William Boxberger, vice president and general manager, Canada operations, Avis Budget Group. "In addition to our ongoing investment in technology to improve our customer experience worldwide, this enhanced partnership will enable us to further differentiate, innovate and deliver optimal value to our Canadian customers."

Avis Budget Group also uses the Aimia Loyalty Platform to power Avis Car Rental's express rental/loyalty program, Avis Preferred.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 11,000 rental locations in approximately 180 countries around the world, and through its Zipcar brand, which is the world's leading car sharing network, with more than one million members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 30,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

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 about 3,200 employees across 17 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, Nectar in the UK, and Air Miles Middle East, 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 – Enterprise and Aimia Loyalty Platform – SaaS, 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 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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