

Aimia Inc.

Chris Kreidler nominated for election to Aimia Board

Kreidler to replace David Laidley, who will retire at AGM

MONTREAL, April 10, 2017 /CNW Telbec/ - Aimia Inc. (TSX: AIM) today announced that Robert "Chris" Kreidler has been nominated for election to the company's Board of Directors at the Annual General Meeting of Shareholders to be held on May 11, 2017.

Kreidler brings deep global experience in retailing, capital markets, financial reporting and compensation and talent management, built over his distinguished career.

From 2009 to 2015, he was Executive Vice President and Chief Financial Officer of Sysco Corp., the global leader in selling, marketing and distributing food products to restaurants and other customers who prepare meals away from home. Prior to Sysco, Kreidler was Executive Vice President, Chief Financial Officer and Chief Customer Officer of C&S Wholesale Grocers, the largest wholesale grocery supply company in the U.S.

Before C&S, Kreidler built his international experience over 11 years with Yum! Brands, the parent company of Pizza Hut, Taco Bell and KFC, culminating in his role as Senior Vice President Corporate Strategy and Treasurer.

Kreidler holds a B.A. from Rice University and an M.B.A from the Jones Graduate School of Business at Rice University. Currently, he is also a Senior Advisor to McKinsey & Co., and a Member of the Council of Overseers for Rice University's Jones Graduate School of Business.

Kreidler has been nominated to replace David H. Laidley, who will retire from Aimia's Board at the next Annual General Meeting. Laidley joined Aimia's board in 2009, sharing expertise gathered during his distinguished career of more than 40 years, much of that during his time as a partner at Deloitte LLP (Canada), where he retired in 2007.

"David has been a valued and trusted colleague during his time on Aimia's board, bringing expertise, wisdom, and a presence that we will miss," said Robert E. Brown, Chairman of the Board. "The Board and the company both thank David for his contributions over the years."

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 2,900 employees across 16 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 U.K., 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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For further information: Media: Cheryl Kim, +1 (647) 329-5139, cheryl.kim@aimia.com; Investors: Karen Keyes, +1 (647) 428-5280, karen.keyes@aimia.com

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