

Aimia Inc.

Aimia Inc. Announces Notice of Redemption for all of its 4.35% Senior Secured Notes Series 5 due January 22, 2018

MONTREAL, May 10, 2017 /CNW Telbec/ - Aimia Inc. (TSX: AIM) (the "Corporation") announced today that it has issued a notice for the redemption prior to maturity of all of its outstanding \$200,000,000 principal amount of 4.35% Senior Secured Notes Series 5 due January 22, 2018 (CUSIP No. CA00900QAD57) (the "Series 5 Notes"). The redemption date as set forth in the notice of redemption is June 9, 2017 (the "Redemption Date").

The Series 5 Notes will be redeemed at a price equal to the greater of the Canada Yield Price and the principal amount of the Series 5 Notes, together in each case with accrued and unpaid interest up to, but excluding the Redemption Date (in the aggregate, the "Redemption Price"), as indicated below and in accordance with the terms of the Series 5 Notes. The Redemption Price will be calculated by the Corporation and notified to the Trustee on the business day preceding the Redemption Date.

Pursuant to the terms of the Series 5 Notes, the "Canada Yield Price" means a price equal to the price of the Series 5 Notes calculated to provide a yield to maturity equal to the Government of Canada Yield plus 0.76% on the business day preceding the date fixed for redemption. The "Government of Canada Yield", on any date, means the yield to maturity on such date, compounded semi-annually, which a non-callable Government of Canada bond would carry if issued, in Canadian dollars in Canada, at 100% of its principal amount on such date with a term to maturity equal to the remaining term to maturity of the Series 5 Notes. The Government of Canada Yield will be the average of the yields determined by two nationally recognized Canadian investment dealers selected by the Corporation.

Questions regarding this redemption should be directed to Stuart MacGregor, Vice-President and Treasurer of the Corporation, by telephone at 514-205-7046.

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 2,300 employees across 15 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 <http://www.aimia.com>.

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