

Aimia Inc.

Aimia Announces Director Resignations and Reduction in Size of Board

MONTREAL, June 14, 2017 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) (the "Company") today announced the resignation of three directors. Joanne Ferstman has resigned as a director of the Company. In addition, as part of the Board of Directors' ongoing process of renewal, the Board of Directors has also accepted the resignations of Alan Rossy and Beth Horowitz.

Over the past few years, the Company has been on a path to simplify and focus the business, reduce operating costs and dispose of certain non-core assets. Reflecting the changing profile of the Company, the Board of Directors has been reviewing its size and composition against the Company's current needs. The current Board is now reduced to nine members.

Ferstman joined the Board in 2005, Rossy joined the Board in 2007, and Horowitz joined the Board in 2012.

"Each of Joanne, Alan and Beth have brought different aspects to our Board that have made them valuable contributors over the years," said Robert E. Brown, Executive Chairman, Aimia. "They have been valued and trusted colleagues, bringing expertise and wisdom. We will miss each of them," Brown said. "The Board and the Company both thank Joanne, Alan and Beth for their contributions over the years."

The Board is confident that its smaller size and composition will provide effective oversight, strategic input and strong support to management's execution of operating priorities.

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 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.

SOURCE AIMIA

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