

Aimia Inc.

Aimia Files Management Information Circular and Announces New Board Nominees

MONTREAL, March 26, 2018 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) announces that it has filed its management information circular in respect of its annual general meeting of shareholders ("Meeting") and its inclusion of three new candidates for election as independent directors to the Board at the Meeting scheduled for April 27, 2018. The new independent director nominees are as follows:

W. Brian Edwards: Edwards is a technology executive, corporate director and Founder of BCE Emergis Inc., serving as its Chief Executive Officer from 1988 to 2002. He currently serves on the Board of Directors of Transat A.T. Inc., where he has been a director since 2010 and chairs Transat's human resources committee. He has also served on the Board of privately held Camso Inc. since 2004 and chairs the human resources committee. Edwards has been a director of Atrium Innovations Inc. since it was taken private in 2014. Atrium Innovations Inc. was purchased in March 2018 by Nestle's. From 2010 to 2016, Edwards was the Chairman of the Board of Directors of ATW Tech. From 2010 to 2014 he was a Director of Pethealth Inc. and a member of the human resources committee & governance committee. Pethealth Inc. was sold to Fairfax Financial Holdings Limited in 2014. From 2004 to 2012 Edwards was Chairman of the Board of Montreal-based Miranda Technologies Inc. As Chairman, Edwards was instrumental in taking the company public and was actively involved in bringing Miranda to a worldwide leadership position in the broadcast industry. The company was acquired by Belden Inc. in August 2012. He is active in the community & Chairman of the Adaptive Sports Foundation. He is a past Co-Chairman of the Centraide (United Way) of Greater Montreal campaign. He has co-chaired the Montreal Heart Institute's Bal des Vins-Coeurs, is vice-chair of the Concordia University Foundation and was active in establishing KnowledgeOne Inc., Concordia's on-line learning offering. He recently completed 12 years on Concordia University's Board of Governors including the last six years as vice-chair. Brian Edwards holds a B.Comm. from Concordia University.

Philip Mittleman: Mittleman serves as the Chief Executive Officer and President for Mittleman Brothers, LLC and its subsidiaries, including Mittleman Investment Management, LLC, a value-oriented SEC-registered investment adviser based in New York. Before co-founding Mittleman Brothers in 2005, he was Managing Partner of Blue Hill Ventures LLC and Voltron Ventures LP, venture capital funds whose early stage investments in companies such as rent.com (acquired by eBay), First International Oil Corp (acquired by Sinopec), Eyewonder (acquired by Limelight), and Audium (acquired by Cisco), resulted in liquidity events of over US\$1 billion.

Jeremy Rabe: Rabe is the Founder and a Managing Partner with On Point Loyalty, a boutique investment and advisory firm focused on the airline loyalty industry. He is also an Operating Partner with Advent International, a leading global private equity firm where he provides strategic support to portfolio companies including LifeMiles, the loyalty program of Colombia's Avianca. Prior to joining Advent International, Rabe was the founding CEO and Board Director of Premier Loyalty & Marketing and was responsible for the management of Club Premier, Mexico's leading coalition loyalty program. He has also worked as a strategy consultant and frequent flyer program director for Aeromexico and TACA Airlines.

"We are pleased to have these nominees stand for election at our 2018 Meeting. The combination of technology, loyalty and travel industry expertise that these nominees bring to the table continues to enhance the skillset of our Board of Directors," said Robert E. Brown, Chair of Aimia's Board of Directors. "In addition, we welcome the contribution that one of our largest shareholders will bring to us."

Aimia maintains an ongoing dialogue with its investors. The nominations of Mittleman and Rabe reflect constructive engagement with Aimia's shareholders, particularly Mittleman Brothers Investment Management. In conjunction with the nomination of Mittleman and Rabe, a customary standstill agreement has been entered into with Mittleman Brothers Investment Management.

In the event the director nominees proposed by management are elected at the Meeting, the Board of Directors will be composed of 10 directors. Additional details regarding the director nominees and the standstill agreement are contained in Aimia's management information circular, which is available on SEDAR at www.sedar.com and on the Company's website at www.aimia.com.

About Aimia

Aimia Inc. (TSX: AIM) is a data-driven marketing and loyalty analytics company. We provide 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.

We own and operate Aeroplan, Canada's premier loyalty coalition, with 75 world class partners representing more than 150 brands in the financial, retail, and travel sectors, and more than 120 online retail partners. Our 5 million active members redeemed for 2.7 million rewards in 2017.

Our Insights & Loyalty Solutions business serves individual companies, providing end-to-end loyalty strategy, program development, implementation and management services. Our work is underpinned by leading products and technology platforms such as the Aimia Loyalty Platform – Enterprise and Aimia Loyalty Platform – SaaS, and enhanced by our analytics and insights business, including Intelligent Shopper Solutions.

In other markets, we own and operate Air Miles Middle East, and hold investments in Club Premier, a coalition owned together with Grupo Aeromexico, and Nasdaq-listed Cardlytics, a purchase intelligence company.

For more information about Aimia, visit www.aimia.com.

SOURCE AIMIA

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

<https://aimia.mediaroom.com/2018-03-26-Aimia-Files-Management-Information-Circular-and-Announces-New-Board-Nominees,1>