

Aimia Inc.

Porter Airlines and Aeroplan Announce New Comprehensive Partnership

TORONTO, Aug. 3, 2018 /CNW Telbec/ - Porter Airlines and Aimia Inc. (TSX: AIM) are announcing a comprehensive partnership designating Porter as a preferred Canadian airline to issue Aeroplan Miles on Porter routes effective July 2020. Porter will also become a redemption partner, as of the effective time of the agreement, offering up to 60% of seat inventory for the purchase of flights with Aeroplan Miles at fixed-rate prices. The arrangement includes an extensive cooperative marketing program targeting existing Aeroplan members, with an emphasis on members who travel on Porter routes.

"This is a unique opportunity for Porter to join a well-established travel loyalty program and, in the future, reach its vast member base to aggressively promote our airline," said Michael Deluce, executive vice president and chief commercial officer of Porter Airlines. "Our current VIPorter members will benefit from Aeroplan's enhanced range of loyalty services, with an ability to earn and redeem points with a growing network of airlines and other brands."

Points from Porter's existing VIPorter loyalty program will be converted into Aeroplan Miles when the agreement becomes effective in 2020. Porter passengers will then be able to earn and redeem Aeroplan Miles on all Porter flights, plus across the growing Aeroplan collection of more than 75 travel and retail partners. This includes international airlines covering much of the globe.

"Today's announcement with Porter is consistent with our strategy to further differentiate and strengthen our air offering come July 2020," said Jeremy Rabe, Chief Executive Officer, Aimia. "We've committed to our five million members that they will be able to choose any seat on any airline, anywhere, any time with the new Aeroplan program. By adding Porter, Canada's top-rated airline, as a preferred airline partner as of July 2020, we will deliver our members industry-leading value on many popular routes."

The VIPorter loyalty status program will be maintained beyond June 2020 to deliver benefits for frequent flyers, such as priority boarding, complimentary seat selection and checked baggage allowances. Other details will be communicated to members before that time.

About Porter

Porter Airlines has revolutionized short-haul flying with a warm and effortless approach to hospitality, restoring glamour and refinement to air travel. Porter is an Official 4 Star Airline[®] in the World Airline Star Rating[®].

The airline currently offers flights to Toronto, Ottawa, Montreal, Quebec City, Fredericton, Saint John, Moncton, Halifax, St. John's, Stephenville, N.L., Thunder Bay, Sault Ste. Marie, Sudbury, Timmins, Windsor, New York (Newark), Chicago (Midway), Boston and Washington (Dulles), and has seasonal flights to Mt. Tremblant, Que., Myrtle Beach, S.C., Burlington, Vt., and Orlando-Melbourne, Fla.

Vacation packages are available from Porter Escapes at www.porterescapes.com, or call (855) 372-1100 for more information.

Visit www.flyporter.com or follow @porterairlines on Instagram, Facebook and Twitter.

About Aeroplan

Aeroplan, Canada's premier travel loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2017, approximately 2.7 million rewards were issued to members including 2 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

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