

Aimia Inc.

Aeroplan Announces Air Transat as a Preferred Partner

Partnership will bring Aeroplan Members closer to their favourite holiday and sun destinations beginning July 2020

TORONTO, Aug. 7, 2018 /CNW Telbec/ - Aimia Inc. (TSX: AIM), today announced a new preferred partnership arrangement with Air Transat, Canada's number one holiday airline, effective July 2020. Aeroplan Miles will be earned and redeemed on all Air Transat flights and vacation packages.

"Adding Air Transat to Aeroplan come July 2020 further differentiates and significantly enhances our Aeroplan experience by bringing our members closer to their favourite sun and holiday destinations," said Jeremy Rabe, Chief Executive Officer, Aimia. "This is an exciting step toward our goal of providing Aeroplan Members with great value when both earning and redeeming miles on travel bookings to popular holiday and transatlantic destinations."

"We are thrilled about this agreement in principle and look forward to Air Transat, recently recognized by Skytrax as the World's Best Leisure Airline, partnering with Aeroplan for its members' leisure travel needs to some 60 destinations in the Americas, Europe and the Middle East," said Joseph Adamo, Chief Distribution Officer, Transat.

Aeroplan continues to expand and enhance its member offering to provide Canadians with the best travel loyalty program experience come July 2020 including the flexibility to fly any airline, anywhere at any time. Preferred agreements, like the one announced today, coupled with bulk and block purchasing and stand-alone charters, unlock meaningful discounts supporting the delivery of great value to members on flight redemptions.

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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