

Aimia Inc.

Aeroplan and Flair Airlines Announce Preferred Partnership

Aeroplan Members will be able to earn and redeem with Flair Airlines beginning July 2020

TORONTO, Aug. 7, 2018 /CNW/ - Aimia Inc. (TSX: AIM) and Flair Airlines today announced a preferred partnership that will see Aeroplan become Flair's loyalty program. Starting July 2020, Aeroplan Members will be able to both earn Aeroplan Miles when booking flights on Flair routes and redeem for flights at fixed-rate fares.

"The addition of Flair Airlines as a preferred partner airline further strengthens our air offering in Canada for Aeroplan Members come July 2020," said Jeremy Rabe, Chief Executive Officer, Aimia. "In addition to providing members with the ability to fly any airline, anywhere, this relationship with Flair will give our members exceptional value for popular Western Canada routes."

When flying with Flair Airlines, a Canadian low-fare airline, Aeroplan Members will earn Aeroplan Miles for their flight and ancillary product purchases and have the ability to redeem for Flair flights at fixed-rate fares. The relationship with Flair Airlines will give Aeroplan Members new redemption options, particularly those travelling out of Flair's Edmonton hub, extending from coast to coast and upcoming southern destinations.

"At Flair we provide affordable flight options for Canadians. Our arrangement with Aeroplan helps further that commitment," said Jim Scott, CEO Flair Airlines. "Our passengers will now be rewarded for their loyalty with the ability to earn and redeem Aeroplan Miles for flights. This partnership strengthens our value proposition, giving more people the ability to fly to their preferred destination."

Aeroplan continues to build out its member offering to provide Canadians with the best travel loyalty program experience come July 2020. Preferred airline agreements, coupled with bulk and block purchasing and stand-alone charters, unlock meaningful discounts, ensuring the delivery of great value for members on flight redemptions.

About Flair Airlines

For a decade Flair operated as a charter carrier before transitioning to scheduled service in 2017. To consistently offer affordable air travel to Canadians, Flair is focused on key airports, with its main transfer hub in Edmonton and a network that supports seasonal demand. As of June 15, 2018 from 10 coast-to-coast gateways, Flair operates almost 200 weekly domestic flights. For more information, please visit www.flairair.ca

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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