

Aimia Inc.

Glass Lewis Recommends Aimia Shareholders Vote in Favour of Aeroplan Transaction and Stated Capital Reduction

MONTREAL, Dec. 18, 2018 /CNW Telbec/ - Aimia Inc. (TSX: AIM) ("Aimia") today announced that Glass Lewis, a leading independent proxy advisory firm, has recommended that shareholders of Aimia Inc. vote FOR the Transaction Resolution regarding the proposed sale of Aimia Canada Inc., the owner and operator of the Aeroplan loyalty program, to Air Canada, and FOR the Stated Capital Reduction Resolution.

"We are pleased with Glass Lewis' recommendation, which is in line with the unanimous Board recommendation for shareholders to vote for the Transaction Resolution and the Stated Capital Reduction Resolution," said Robert E. Brown, Chairman of the Board.

In reaching its recommendation, Glass Lewis noted the "certainty of value for the Aeroplan business" that a sale would bring for the Company.

Details regarding the Transaction Resolution and the Stated Capital Reduction Resolution can be found in Aimia's management information circular dated November 26, 2018 available at www.aimia.com/investors/aeroplan-transaction/.

Shareholder Questions and Assistance

Shareholders who have questions or need assistance in voting shares should contact Kingsdale Advisors at 1-866-879-7644 toll-free in North America or 1-416-867-2272 outside of North America or by email at contactus@kingsdaleadvisors.com.

The deadline for voting is January 4, 2019 at 5:00 pm (Eastern Time).

About Aimia

Aimia Inc.'s (TSX: AIM) data-driven marketing and loyalty analytics provides 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.

Aimia partners with groups of companies and individual companies to help generate, collect and analyze customer data and build actionable insights.

Our businesses include Aeroplan in Canada and Air Miles Middle East. The provision of loyalty strategy, program development, implementation and management services for other clients are 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 more information about Aimia, visit www.aimia.com.

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For further information: Aimia media and investor inquiries: Karen Keyes, (647) 459-3506, karen.keyes@aimia.com

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