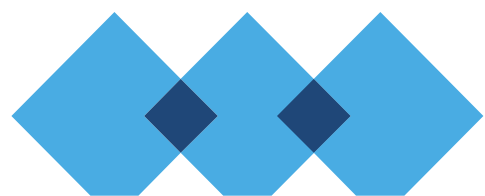


AIMIA, A GLOBAL LEADER IN LOYALTY MANAGEMENT

- Aimia is a global leader in loyalty management with headquarters in Montreal, Canada, and more than 30 offices in over 20 countries around the world.
- Aimia was originally founded by Air Canada in 1984 as Aeroplan.
- Aimia is a global leader in loyalty management offering a full suite of services including Coalition Loyalty, Proprietary Loyalty and as Loyalty Analytics.
- Aimia owns and operates some of the world's biggest and most popular coalition loyalty programs including the Aeroplan program in Canada with over 4.5 million active members, the Nectar program in the UK and Italy with over 18 and 7 million active members, respectively, and the Air Miles Middle East program with over 1.3 million active members.
- Aimia works with hundreds of clients and some of the world's top brands in the automotive, retail, financial, telecom, healthcare, high tech, travel, hospitality and consumer package goods sectors.
- Aimia is a publicly traded company listed on the Toronto Stock Exchange (TSX: AER (currently) and changing to TSX:AIM effective October 7, 2011).
- Aimia has more than doubled its gross billings in less than five years and today, generates annual gross billings of over \$ 2 billion.
- Aimia has returned over \$900 million to its shareholders over the last five years through dividend payments and share repurchases.
- Aimia has over 3,800 employees in the world, of which approximately:
 - 1885 are in Canada
 - 850 are in the US
 - 650 are in the Europe, Middle East and Africa region as well as in South America
 - 475 are in the Asia-Pacific region
- Aimia is a carbon neutral company offsetting 100 per cent of its corporate carbon footprint.



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