

Aimia Announces Notice of Redemption for all of its 5.60% Senior Secured Notes Series 4 Due May 17, 2019

MONTREAL, Jan. 10, 2019 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) ("Aimia") today announced that, in connection with the completion of its sale to Air Canada of all of the issued and outstanding share capital of Aimia Canada Inc., the owner and operator of the Aeroplan loyalty program, it has issued a notice for the redemption prior to maturity of all of its outstanding \$250,000,000 principal amount of 5.60% Senior Secured Notes Series 4 due May 17, 2019 (CUSIP 00900QAC7) (the "Series 4 Notes"). The redemption date as set forth in the notice of redemption is February 8, 2019 (the "Redemption Date").

The Series 4 Notes will be redeemed at a price equal to the greater of the Canada Yield Price and the principal amount of the Series 4 Notes, together in each case with accrued and unpaid interest up to, but excluding the Redemption Date (in the aggregate, the "Redemption Price"), as indicated below and in accordance with the terms of the Series 4 Notes. The Redemption Price will be calculated by the Corporation and notified to the Trustee on the business day preceding the Redemption Date.

Pursuant to the terms of the Series 4 Notes, the "Canada Yield Price" means a price equal to the price of the Series 4 Notes calculated to provide a yield to maturity equal to the Government of Canada Yield plus 0.985% on the business day preceding the date fixed for redemption. The "Government of Canada Yield", on any date, means the yield to maturity on such date, compounded semi-annually, which a non-callable Government of Canada bond would carry if issued, in Canadian dollars in Canada, at 100% of its principal amount on such date with a term to maturity equal to the remaining term to maturity of the Series 4 Notes. The Government of Canada Yield will be the average of the yields determined by two nationally recognized Canadian investment dealers selected by the Corporation.

Questions regarding this redemption should be directed to Joshua Chandler, Vice-President Mergers & Acquisitions and Treasury of the Corporation, by telephone at (514) 928-8043.

About AIMIA

Aimia Inc. (TSX: AIM) is a global data-driven marketing and loyalty analytics company, providing 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 clients and consumers. Aimia partners with companies to help generate, collect and analyze customer data and build actionable insights.

Aimia owns and operates the Air Miles Middle East loyalty program and also own stakes in other loyalty programs, such as Club Premier in Mexico and Think Big, a partnership with Air Asia and Tune Group.

For more information about Aimia, visit www.aimia.com.

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CNW 08:47e 10-JAN-19