

Aimia, global leaders in loyalty Management Programmes have chosen Hydra, a leading Project, Portfolio and Resource management solution for their business.

As a direct result of Aimia's fast growth, they have invested in the Hydra Solution to assist with the optimisation of resource planning and project delivery via Hydra's sophisticated software engine. Hydra provides real time reporting on projects and resources - so that progress and status can be easily ascertained.

Fraser Ewen, Programme Office Director at Aimia said *"As our business continues to grow we have invested in Hydra to support the delivery of all major projects for our customers. Hydra is an easy to use solution which provides us with management and project information at a click of a button."* He concluded *'Hydra's implementation will deliver maximum value and provide the organisation with the ability to drive efficiency through the allocation of underutilised resources across the entire project portfolio'.*

Kay Ojo, Operations Director at Hydra Management commented *'We are delighted that we have been selected by Aimia to support their business needs. The Hydra Solution is well suited for businesses that are growing and are seeking to optimise resource efficiency at the same time. Hydra provides the flexibility and cost effective resource management solution Aimia requires, without the limitations of task-centric tools which are currently found in today's marketplace'.*

About Aimia

Groupe Aeroplan Inc., doing business as Aimia ("Aimia"), is a global leader in loyalty management. Aimia's unique capabilities include proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. Aimia owns and operates, among others, Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. In addition,

Aimia is a Canadian public company listed on the Toronto Stock Exchange (TSX:AIM) and has over 3,800 employees in more than 20 countries around the world. For more information about Aimia, please visit www.aimia.com.

About Nectar

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Aimia, a global leader in loyalty management.

Over 18.5 million collectors earn Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even getting their car serviced.

Collectors also earn Nectar points when they shop exclusively online via Nectar [eShops](#) at over 500 leading retailers online including, Play.com, eBay.co.uk and GAP [not applicable to retail stores or GAP.com]

For more information about Nectar: www.nectar.com

About Hydra Management Limited

Hydra Management Limited is one of the UK's leading suppliers of portfolio, project and resource management solutions. With over 100 customers and 50,000 users we have experience in consistently delivering benefit and a return on your investment, on average, in six months or less. Our unique resource scheduler, project blueprinting engine and comprehensive business reporting capability deliver efficiencies to all levels of your organisation.

For more information about Hydra Management: www.hydra-management.com