



ADVANTEX

News Release

Advantex announces update on its partnership with Aeroplan

January 14, 2014, Toronto Ontario– Advantex Marketing International Inc. (**CNSX: ADX**) (“Advantex”) announced today an update on its relationship with Aimia Canada Inc. (“Aeroplan”).

Advantex and Aeroplan are continuing to work towards entering into new contractual arrangements with respect to Advantex operating as re-seller of the Aeroplan program, established and operated by Aeroplan, in the independent merchant space (a “New Agreement”). Although there can be no assurance that Advantex and Aeroplan will enter into a New Agreement, the parties have agreed to extend the expiry of their existing agreement until March 31, 2014. This extension is intended to allow the parties to continue under their current agreement while continuing their discussions about the potential terms of a New Agreement.

About Advantex Marketing International Inc.

Advantex is a specialist in the marketing services industry. Advantex partners with CIBC, and Aeroplan. On a combined basis, Advantex has contractual marketing access to more than five million Canadian consumers with above-average personal and household income. Advantex’s merchant partner base currently consists of about 2,000 merchants operating restaurants; golf courses; independent inns, resorts and selected hotels; spas; retailers of men’s and ladies fashion, footwear and accessories; retailers of sporting goods; florists and garden centres; book and newspaper stores; health and beauty centres; dry cleaners; gift stores; home décor; automotive dealers, service centers; and tire dealerships; many of which are leaders in their respective categories.

Advantex is traded on the Canadian National Stock Exchange under the symbol "ADX". For additional information on Advantex, please visit www.advantex.com.

Forward Looking Statements

This news release contains “forward-looking statements” within the meaning of applicable securities laws relating to the future business and operations of Advantex. Readers are cautioned not to place undue reliance on forward-looking statements. Actual results and developments may differ materially from those contemplated by these statements. The business and operations of Advantex described herein is dependent on a number of factors and is subject to a number of risks and uncertainties. Factors that could cause actual results to differ materially include, but are not limited to, changes in Advantex’s business including its on-going business and contractual relationships with each of Aeroplan as well as general business, economic and competitive conditions relating to the industry sectors in which Advantex operates.

The statements in this news release are made as of the date of this release. Forward-looking statements are made based on management’s beliefs, estimates and opinions on the date the statements are made and Advantex undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as required by applicable law.

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