



ADVANTEX

NEWS RELEASE

For Immediate Release
ADX: CSE

Advantex Launches Program for TD Aeroplan Credit Cardholders

Toronto, August 20, 2014 -- Advantex Marketing International Inc. has launched a business relationship with The Toronto-Dominion Bank that paves the way for TD Aeroplan Credit Cardholders to earn incremental bonus Aeroplan Miles.

Under the two-year agreement, TD Aeroplan Credit Cardholders can now earn extra miles whenever they buy goods and services from merchants enrolled with Advantex. About 1,000 businesses throughout Canada, mainly in the restaurant, leisure and retail sectors, are currently Advantex partners.

Merchants will also benefit from the agreement with TD by gaining exposure to a large group of credit cardholders with above-average personal and household incomes. Merchants already enrolled in Advantex's existing programs will automatically participate in the TD program.

"The agreement with TD marks a big step forward for us and our partner merchants", said Kelly Ambrose, Advantex's president and CEO. "We can now help businesses market their goods and services to cardholders of two of Canada's largest and most respected financial institutions."

Mr. Ambrose added: "We are confident that future expansion of our merchant base, a rising volume of transactions and wider geographical coverage will translate into significant and sustainable growth in Advantex's revenues and profitability. Loyalty marketing is a multi-billion dollar business in North America. We are well positioned to gain a wider share of this market with our proprietary technology and outstanding partners."

About Advantex:

Advantex provides specialized marketing programs that enable members of affinity groups to earn frequent-flyer miles and other loyalty rewards through purchases at participating merchants. Through our business relationships with Toronto-Dominion Bank, Canadian Imperial Bank of Commerce and Aeroplan, we provide participating merchants with exposure to about six million Canadian consumers with above-average personal and household income.

Advantex shares trade on the Canadian Securities Exchange under the symbol ADX. For more information, go to 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 and include the benefits, and possible expansion and gains in market share, resulting from the agreement with Toronto-Dominion Bank. 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. Certain factors that could cause actual results to differ are set out in Advantex's current Management Discussion and Analysis.

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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