



ADVANTEX

News Release
For Immediate Release

ADX: CSE

Advantex announces update on its partnership with Aeroplan

October 31, 2014, Toronto Ontario – Advantex Marketing International Inc. (“Advantex”), a leading specialist in the marketing services industry, announced today that it has agreed with Aimia Canada Inc. (“Aeroplan”) to further extend to November 30th, 2014 the extension, due to expire on October 31, 2014, to their existing agreement.

Although there can be no assurance that Advantex and Aeroplan will enter into a new agreement, this extension is intended to allow them to continue under their existing agreement for another month. The extension will allow time to complete the renewal of the agreement, with respect to Advantex operating as a re-seller of the Aeroplan program, established and operated by Aeroplan, in the independent merchant space.

About Advantex Marketing International Inc.

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 partnerships with Aeroplan, Canadian Imperial Bank of Commerce, Toronto-Dominion Bank and Caesars Entertainment, we have contractual access to millions of consumers with above-average personal and household income. We also have partnerships with about 1,700 merchants in Canada and the US. 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. 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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