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March 9, 2017

Alberta Securities Commission
Ontario Securities Commission

British Columbia Securities Commission
Autorité des marchés financiers

RE: Advantex Marketing International Inc.

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following information in connection with its Annual and Special Meeting of Shareholders:

| | |
|---|---------------|
| Date of meeting: | May 18, 2017 |
| Record date for notice: | April 3, 2017 |
| Record date for voting: | April 3, 2017 |
| Beneficial ownership determination date: | April 3, 2017 |
| Securities entitled to notice: | Common |
| Securities entitled to vote: | Common |
| Issuer mailing directly to non objecting beneficial owners: | No |
| Issuer will pay for objecting beneficial owner material distribution: | No |
| Issuer using notice-and-access for registered investors: | Yes |
| Issuer using notice-and-access for non-registered investors: | Yes |
| Notice-and-access stratification criteria: | No |

Yours very truly,

Vijaya Somasundharem
Associate Manager, Trust Central Services
cc: CDS & Co. (Via e-mail)