

ADVANTEX MARKETING INTERNATIONAL INC.
600 Alden Road, Suite 606, Markham, Ontario L3R 0E7

**PROXY FOR USE BY HOLDERS OF COMMON SHARES
AT THE ANNUAL AND SPECIAL MEETING OF SHAREHOLDERS
OF ADVANTEX MARKETING INTERNATIONAL INC. (the "Company")
TO BE HELD ON FEBRUARY 28, 2018
SOLICITED ON BEHALF OF MANAGEMENT**

The undersigned hereby appoints Kelly E. Ambrose, Chief Executive Officer and President, whom failing, Stephen Burns, Director and Chairman of the Board of Directors, or instead of them, _____, as nominee of the undersigned, with the power of substitution, to attend, vote and act for and on behalf of the undersigned at the annual and special meeting (the "**Meeting**") of shareholders of the Company to be held on February 28, 2018, at 11:00 am (Toronto time) at the office of the Company's general counsel Miller Thomson LLP, Scotia Plaza, 40 King Street West, Suite 5800, Toronto, Ontario, M5H 3S1, and at any adjournments thereof, and without limiting the general authority and power hereby given to such nominee, the shares represented by this proxy are specifically directed to be voted or withheld from being voted as indicated below. Please refer to the reverse side hereof for important information.

Please check "FOR" or "WITHHOLD", or if no specification is made check "FOR" for each of the following items.

1. Election of the nominees for directors proposed by management, as described in the accompanying management information circular of the Company dated January 19, 2018 (the "**Circular**").

	FOR	WITHHOLD
Kelly E. Ambrose	<input type="checkbox"/>	<input type="checkbox"/>
William H. Polley	<input type="checkbox"/>	<input type="checkbox"/>
Marc B. Lavine	<input type="checkbox"/>	<input type="checkbox"/>

2. Appointment of BDO Canada LLP, Chartered Accountants, as auditors of the Company and the authorization of the directors to fix their remuneration, as described in the Circular

FOR	WITHHOLD
<input type="checkbox"/>	<input type="checkbox"/>

3. Approval of Restricted Share Unit Plan

FOR	WITHHOLD
<input type="checkbox"/>	<input type="checkbox"/>

DATED this ____ day of _____, 2018.

Signature of Shareholder	Name of Shareholder

The shares represented by this proxy will be voted or withheld from being voted in accordance with the foregoing instructions on any ballot that may be called. If a shareholder specifies a choice with respect to any matter to be acted upon at the Meeting, the shares will be voted accordingly. **WHERE NO CHOICE IS SPECIFIED, THIS PROXY WILL CONFER DISCRETIONARY AUTHORITY AND WILL BE VOTED IN FAVOUR OF THE MATTERS REFERRED TO ON THE REVERSE SIDE HEREOF.**

THIS PROXY CONFERS AUTHORITY FOR THE ABOVE NAMED TO VOTE IN HIS DISCRETION WITH RESPECT TO AMENDMENTS OR VARIATIONS TO THE MATTERS IDENTIFIED IN THE NOTICE OF MEETING ACCOMPANYING THIS PROXY AND ANY OTHER MATTER WHICH MAY PROPERLY COME BEFORE THE MEETING.

A SHAREHOLDER HAS THE RIGHT TO APPOINT A PERSON OR COMPANY, WHO NEED NOT BE A SHAREHOLDER, TO ATTEND AND ACT ON HIS BEHALF AT THE MEETING, OTHER THAN THE PERSONS OR COMPANY DESIGNATED IN THIS FORM OF PROXY. SUCH RIGHT MAY BE EXERCISED BY INSERTING THE NAME OF SUCH PERSON IN THE BLANK SPACE PROVIDED ABOVE OR BY COMPLETING ANOTHER PROPER FORM OF PROXY.

If this proxy is not dated, it will be deemed to be dated on the date upon which it is mailed by the Company. This proxy revokes and supersedes all proxies of earlier date.

IMPORTANT

A shareholder wishing to be represented by proxy at the Meeting or any adjournment thereof must return his or her duly executed form of proxy with the Company's transfer agent and registrar, **AST Trust Company** in the enclosed envelope by mail to P.O. Box 721, Agincourt, Ontario, Canada M1S 0A1, or by hand to 1 Toronto Street, Suite 1200, Toronto, Ontario, Canada, or by fax to 416-368-2502 / toll free 1-866-781-3111, or by email to proxyvote@astfinancial.com, no later than 11:00 a.m. (Toronto time) on Monday, February 26, 2018 where there is no adjournment of the Meeting.