



# ADVANTEX

## NEWS RELEASE

For Immediate Release  
ADX: TSXV

### Advantex Gains Access to Debt Financing to Expand its Advance Purchase Marketing Program to Retail Merchants

**Toronto, March 19, 2010** – Advantex Marketing International Inc. (TSXV:ADX), a leading specialist in loyalty marketing programs and merchant funding, today announced that it has signed an amendment to its existing agreement with Accord Financial Inc.(Accord).

As a result of this amendment, Advantex will be able to access an additional \$3.5 million line for deployment as cash advances to retail merchants participating in its Advance Purchase Marketing (APM) program. The existing access to a \$3.0 million line is for deployment to merchants primarily in the Canadian restaurant sector.

The recent signing of a channel partner agreement with Aeroplan Canada Inc., and amendment to its existing loyalty marketing program agreement with Canadian Imperial Bank of Commerce, enables Advantex to expand its APM program to merchants in retail sector, which is a new business segment, and provides an opportunity for profitable growth of its business.

Under the APM program Advantex acquires the rights to future designated credit card transactions at a discount from the face value from a participating merchant, and promotes the merchant, by way of cardholder incentives through loyalty marketing programs, and targeted marketing programs. Advantex's revenue is the spread between the future credit card transactions and its costs to acquire the rights (transaction credits). Proceeds from the spend on designated credit cards are received by Advantex and a predetermined portion is applied to reduce the transaction credits balance that the merchant owes.

#### **About Advantex Marketing International Inc.**

Advantex is a specialist in the marketing services industry, managing white-labeled rewards accelerator programs for major affinity groups through which their members earn bonus frequent flyer miles and/or other rewards on purchases at participating merchants. Under the umbrella of each program, Advantex provides merchants with marketing, customer incentives, and secured future sales through its Advance Purchase Marketing model. Advantex partners include more than 1,000 restaurants, online retailers, golf courses, small inns and resorts, and major organizations, including CIBC, Aeroplan, United Airlines, Alaska Airlines, and Lufthansa Airlines. Advantex is traded on the TSX Venture Exchange under the symbol "ADX". For additional information on Advantex, please visit [www.advantex.com](http://www.advantex.com).

## Forward-Looking Information

*This press release contains certain “forward-looking information”. All information, other than information comprising historical fact, that addresses activities, events or developments that Advantex believes, expects or anticipates will or may occur in the future constitutes forward-looking information. Such forward-looking information relates to, without limitation, Advantex’s ability to extend its agreement with Accord Financial Inc. beyond December, 2010; Advantex’s ability to expand its APM product offering in the new business segment; Advantex’s anticipated increase in the number of establishments with which it will do business; Advantex’s belief that there is an opportunity for profitable growth of its business from expanding in the fashion clothing, footwear and accessories retail sector; Advantex’s expectation connected to timing of launch of APM program in the retail sector. Forward-looking information reflects the current expectations or beliefs of Advantex based on information currently available to Advantex. Forward-looking information is subject to a number of risks, uncertainties and assumptions that may cause the actual results of Advantex to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on, Advantex. Factors that could cause actual results or events to differ materially from current expectations include, among other things, changes in general economic and market conditions, changes to regulations affecting Advantex’s activities, uncertainties relating to the availability and costs of financing needed in the future, Advantex’s financial status, and other factors, including without limitation, those listed under “General Risks and Uncertainties” and “Economic Dependence” in Advantex’s Management Discussion and Analysis for the six months ended December 31, 2009. All forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, Advantex disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. Although Advantex believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.*

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

- 30 -

For further information please contact:  
Mukesh Sabharwal  
Vice-President and Chief Financial Officer  
Tel: 905-470-9558 ext. 249  
E-mail: [Mukesh.sabharwal@advantex.com](mailto:Mukesh.sabharwal@advantex.com)