



## ADVANTEX

### **ADVANTEX ANNOUNCES GRANT OF OPTIONS**

**TORONTO, ONTARIO, March 19, 2010** – Advantex Marketing International Inc.(TSXV: ADX), a leading specialist in loyalty marketing programs and merchant funding, announced today that the board of directors approved the issuance of a total of 200,000 stock options to its director, Carole Kerbel under the terms of its stock option plan on February 5, 2010. The options were granted at an exercise price of \$0.10 and expire five years from the date of grant.

#### **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 1000 restaurants, online retailers, golf courses, small inns and resorts, and major organizations, including CIBC, 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).

*The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.*

#### **Forward-Looking Information**

This Press Release contains certain “forward-looking information”. All information, other than information comprised of historical fact, that addresses activities, events or developments that the Company believes, expects or anticipates will or may occur in the future constitutes forward-looking information. Such forward-looking information relates to, without limitation, information regarding: the Company’s belief that it will be able to reach agreement with existing and or new affinity groups to launch its product offering, in particular the APM program, in new business segments during Fiscal 2010 and beyond; the size of the market for the Company’s products, in particular the APM program, in the new business segments; the Company’s ability to extend its current agreement with CIBC beyond June 30, 2010; the Company’s ability to expand its product offering in existing business segments (dining, golf, small inns and spas) allowed under the current CIBC agreement during Fiscal 2010 and beyond; the Company’s ability to continue to access financing under its existing line of credit facility, and or its ability to access additional debt with respect to expanding the APM program within the existing business segments and launching and or expanding into new business segments during Fiscal 2010 and beyond; expectations relating to consumer spending and trends; the Company’s anticipated increase in the number of establishments with which it will do business; the Company’s expectations with respect to its operational performance during the balance of Fiscal 2010; the impact on the Company’s revenues, results and cash flows that increased merchant participation would have; the continued impact of economic conditions on the Company’s performance; the Company’s ability to leverage existing infrastructure and processes to scale its business; the Company’s ability to renew the agreement

with United Airlines beyond August, 2010; the ability of management to obtain waivers or renegotiate the covenants of the Company's convertible debt if a default in respect of the same arises; Company's expectation with respect to renewal or replacement of the non convertible debentures on their maturity in December, 2010; and other information regarding financial and business prospects and financial outlook is forward-looking information. Forward-looking information reflects the current expectations or beliefs of the Company based on information currently available to the Company. With respect to the forward-looking information contained in this Press Release, the Company has made assumptions regarding, among other things, its ability to access current and future financing; current and future economic and market conditions and the impact of same on the Company's business; ongoing and future revenue sources; future business levels; interest and currency rates; the impact of an extension of the agreement with CIBC on future business; ongoing consumer interest in accumulating frequent flyer miles; and the Company's ability to manage risks connected to collection of transaction credits. Forward-looking information is subject to a number of risks, uncertainties and assumptions that may cause the actual results of the Company 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 the Company. 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 the Company's activities, uncertainties relating to the availability and costs of financing needed in the future, delays in finalizing agreements that allow the Company to launch its products in new business segments, the termination or expiration of the CIBC agreement, expiration of the United Airlines agreement, any adverse change to the currently agreed payment plan with the CRA, currency risks, the inability of the Company to collect under its APM program, the Company's financial status, and other factors, including without limitation, those listed under "General Risks and Uncertainties" and "Economic Dependence" in the Company'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, the Company 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 the Company 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.

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