



ADVANTEX

NEWS RELEASE

For Immediate Release
ADX: TSXV

Advantex Announces Update on Renewal of its Agreement with CIBC

Toronto, July 5, 2010 – Advantex Marketing International Inc. (TSXV:ADX), a leading specialist in merchant funding and loyalty marketing programs, today announced that the current agreement between Advantex and Canadian Imperial Bank of Commerce (CIBC) has been extended to August 31, 2010. Advantex and CIBC are currently negotiating the terms of a potential new agreement, which would replace the existing agreement.

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 additionally secured future sales through its Advance Purchase Marketing model. Advantex partners include more than 1,000 restaurants, golf courses, small inns and resorts, hotels, retailers including those participating in its online shopping malls, 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.

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.

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 Advantex believes, expects or anticipates will or may occur in the future constitutes forward-looking information. Such forward-looking information relates to, without limitation, the expected completion of a new agreement with CIBC. 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 such forward-looking information include, among other things, delays in negotiating the new agreement with CIBC; ability to negotiate terms of the new agreement with CIBC on terms acceptable to Advantex, if at all, and other factors, including without limitation, those risks listed under the headings “General Risks and Uncertainties” and “Economic Dependence” in Management Discussion and Analysis for the three and nine month periods ended March 31, 2010. 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 that events noted in this press release will occur in the disclosed timeframes or at all; and of its future performance, and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.

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