



ADVANTEX

NEWS RELEASE

For Immediate Release
ADX: TSXV

Advantex and CIBC renew long-term agreement

Toronto, September 8, 2010 – Advantex Marketing International Inc. (TSXV:ADX), a leading specialist in merchant funding and loyalty marketing programs, today announced that it has signed a new agreement, expiring August 31, 2013, with Canadian Imperial Bank of Commerce (CIBC).

Under the agreement, Advantex and CIBC will continue their program pursuant to which incremental loyalty rewards and benefits are offered to designated holders of certain credit cards issued by CIBC who purchase goods and services from merchants participating in the program.

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.

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