



ADVANTEX

News Release

Advantex Marketing International Inc. Trading on Canadian National Stock Exchange (CNSX)

February 3, 2012 Toronto Ontario – (CNSX: ADX)

Advantex Marketing International Inc. ("**Advantex**" or the "**Company**") announced today that pursuant to the provisions of its amended and restated stock option plan, it granted an aggregate of 3,530,000 options to directors, officers and employees. The options have an exercise price of \$0.025 per share and expire on February 3, 2017. Options granted to certain directors are partially to replace grants that expired on December 21, 2011.

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 pre-purchase of merchants' future sales through its Advance Purchase Marketing (APM) program. Advantex partners include over 1,200 merchants; CIBC; and Aeroplan. Advantex is traded on the Canadian National Stock Exchange under the symbol "ADX". For additional information on Advantex, please visit www.advantex.com.

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