



ADVANTEX

NEWS RELEASE

For Immediate Release
ADX: CNSX

Advantex Announces Agreement with Canadian Tire

Toronto, February 10, 2012– Advantex Marketing International Inc. (“Advantex”), a leading specialist in merchant funding and loyalty marketing programs, today announced that its wholly-owned subsidiary, Advantex Dining Corporation, has signed an agreement, for an initial term ending December 31, 2012, with Canadian Tire Financial Services Limited, Canadian Tire Corporation, Limited and Canadian Tire Bank (collectively “Canadian Tire Group”) to provide services to the Canadian Tire Group that would enable holders of the Canadian Tire Options® MasterCard® to earn additional loyalty rewards on purchases made at select merchants. For a six month period commencing January 1, 2012 the program will be operated on a pilot basis during which time the program will be focused on signing merchants in the home furnishings and grocery and food stores segments in a designated area of the Greater Toronto Area.

“We are excited with this development, as it is indicative of the recognition that Advantex is receiving for its experience and ability to manage merchant based loyalty marketing programs,” said Kelly Ambrose, Advantex’s Chief Executive Officer and President.

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) model. 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.

For further information please contact:
Kelly Ambrose
President and Chief Executive Officer
Tel: 905-470-9558 ext. 280
E-mail: kelly.ambrose@advantex.com

®/™ Canadian Tire Options is a registered trademark of Canadian Tire Corporation, Limited used under license.