



ADVANTEX

NEWS RELEASE

For Immediate Release
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Advantex Announces Agreement with Streetmeet

Toronto, March 22, 2012– Advantex Marketing International Inc. (“Advantex”), a leading specialist in merchant funding and loyalty marketing programs, today announced that it has signed an agreement, for a three year initial term with Streetmeet Inc. (“Streetmeet”) a company developing, distributing and servicing digital marketing products and solutions to consumers, hospitality and retail business.

“We are very excited to bring leading-edge digital marketing services to our merchants. This new service provides our merchants with the content and technology to harness the potential of e-mail, web and social marketing to deliver channel-specific messages with just one click. Combined with the Digital Menu Box for the “real world”, our merchants can now enjoy an easy-to-use, cost-effective marketing tool that will place them at the forefront of digital and social marketing while at the same time be part of one of Canada’s leading loyalty programs,” said Kelly Ambrose, President and Chief Executive Officer of Advantex.

“We are thrilled to be partnering with Advantex to integrate UNOapp and Digital Menubox's proven digital marketing solutions with their offering,” said Olivier Centner, Chief Executive Officer of Streetmeet. “Advantex's current merchant base and national distribution will further build our merchant base across Canada and allow us to focus resources on continued solution development and integration with other industry leading solution providers. This partnership represents a significant strategic milestone in our continued evolution of delivering measurable marketing impact to merchants and strategically partnering with other proven industry service providers and distribution channels,” said Mr. Centner.

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 1,150 merchants; CIBC; Aeroplan; and Canadian Tire. Advantex is traded on the Canadian National Stock Exchange under the symbol "ADX". For additional information on Advantex, please visit www.advantex.com.

About Streetmeet Inc.’s digital marketing solutions

Digital Menubox provides restaurants and local businesses with a dynamic outdoor digital signage solution to engage existing and potential clients right at their front door and inside the premises. Proven to stop more people for longer and schedule content by date, day and time the solution is driving more revenue through the front door and from the web with the integration of UNOapp. Digital Menubox is chosen by more than 1,000 restaurants across North America including Lettuce Entertain You, David Burke, Firkin Pubs, Freshii, Levy Restaurants.

UNOapp provides an integrated platform solution where merchants can take advantage of a core suite applications that allow users to manage all their campaigns, schedule content to multiple sources including the Digital Menubox and monitor impact and results from one convenient and simple online interface. For additional functionality the UNOapp Store, provides access to a growing suite of 'best in class' solutions to simultaneously manage and schedule campaigns from one place and integration into consumer facing websites to connect with new consumers.

For further information please contact:

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