



## ADVANTEX

### News Release

#### **Advantex announces update on its partnerships with CIBC and Aeroplan**

**July 12, 2013, Toronto Ontario**– Advantex Marketing International Inc. (**CNSX: ADX**) (**Advantex** or the **Company**) announced today an update on its partnerships with Canadian Imperial Bank of Commerce (“CIBC”) and Aeroplan Canada Inc. (“Aeroplan”).

Advantex has been made aware of Aimia’s press release regarding its current relationship with CIBC.

Advantex has separate and on-going business and contractual arrangements with both CIBC and Aimia whereby it builds merchant relationships and provides a variety of loyalty services. Advantex also delivers to merchants that participate in its programs a selection of turn-key loyalty, marketing, business intelligence and financial programs. In the event that the Aimia – CIBC relationship ceases, Advantex intends to continue working with CIBC and Aeroplan separately. At this time, Advantex has also no reason to believe that this would not be the case.

#### **About Advantex Marketing International Inc.**

Advantex is a specialist in the marketing services industry. Advantex partners with CIBC, and Aeroplan. On a combined basis, Advantex has contractual marketing access to more than five million Canadian consumers with above-average personal and household income. The Company’s merchant partner base currently consists of about 2,000 merchants operating restaurants; golf courses; independent inns, resorts and selected hotels; spas; retailers of men’s and ladies fashion, footwear and accessories; retailers of sporting goods; florists and garden centres; book and newspaper stores; health and beauty centres; dry cleaners; gift stores; home décor; automotive dealers, service centers; and tire dealerships; many of which are leaders in their respective categories.

Advantex is traded on the Canadian National Stock Exchange under the symbol "ADX". For additional information on Advantex, please visit [www.advantex.com](http://www.advantex.com).

#### **Forward Looking Statements**

*This news release contains “forward-looking statements” within the meaning of applicable securities laws relating to the future business and operations of Advantex. Readers are cautioned not to place undue reliance on forward-looking statements. Actual results and developments may differ materially from those contemplated by these statements. The business and operations of Advantex described herein is dependent on a number of factors and is subject to a number of risks and uncertainties. Factors that could cause actual results to differ materially include, but are not limited to, changes in Advantex’s business including its on-going business and contractual relationships with each of CIBC and Aeroplan as well as general business, economic and competitive conditions relating to the industry sectors in which Advantex operates.*

*The statements in this news release are made as of the date of this release. Forward-looking statements are made based on management’s beliefs, estimates and opinions on the date the statements are made and Advantex undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as required by applicable law.*

For further information please contact:  
Mukesh Sabharwal  
Vice-President and Chief Financial Officer  
Tel: 905-470-9558 ext. 249  
E-mail: [Mukesh.sabharwal@advantex.com](mailto:Mukesh.sabharwal@advantex.com)