



ADVANTEX

News Release

Advantex and CIBC renew long-term agreement

October 15, 2013, Toronto Ontario – Advantex Marketing International Inc. (CNSX: ADX) (“Advantex”), a leading specialist in marketing services industry, today announced that it has signed a new agreement with Canadian Imperial Bank of Commerce (“CIBC”).

“Advantex is glad to continue our 18 year relationship with CIBC by renewing our fifth agreement for an initial three year term through September 30, 2016, which may, at the option of CIBC, be renewed for up to two additional one year periods, ” said Kelly Ambrose, Chief Executive Officer and President of Advantex.

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. 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. Advantex’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.

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