



ADVANTEX

NEWS RELEASE

For Immediate Release

ADX: CNSX

Advantex Announces Debenture Refinancing

Toronto, October 28, 2013 – Advantex Marketing International Inc. (“Advantex” or the “Company”), a leading specialist in the marketing services industry, today announced that it has signed a term sheet with a Toronto-based portfolio manager to refinance (the “**Refinancing**”) the Company’s 14% non-convertible debentures and 12% non-convertible debentures (collectively, the “**Existing Debentures**”), which Existing Debentures, as amended, mature on December 31, 2013.

The Company expects to refinance between \$5 million and \$5.5 million face value worth of Existing Debentures. The Existing Debentures will be refinanced through the issuance of new secured non-convertible debentures (the “**New Debentures**”) which will bear interest at 12% per annum and mature on September 30, 2016. As part of the refinancing, holders of the Existing Debentures who exchange their Existing Debentures will also receive 8,150 common shares in the capital of the Company for each \$1,000 of principal amount of New Debenture acquired. The common shares are being issued in consideration for the agreement by holders of the Existing Debentures to exchange their Existing Debentures into New Debentures and their agreement to surrender the warrants issued in connection with the issue of the Existing Debentures.

Any Existing Debentures not exchanged for New Debentures will mature in accordance with its terms (as amended) on December 31, 2013 and any warrants issued in connection therewith, unless exercised, will expire on December 31, 2013.

The Company will be communicating with the current holders of the Existing Debentures to finalize, as applicable, the refinancing or maturity of the existing Debentures as well as the payment of interest thereon to date of refinancing or maturity.

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.

Forward-Looking Information

This news release contains “forward-looking statements” within the meaning of applicable securities laws relating to the future business and operations of Advantex, including relating to Company’s: expectation that it will complete the debt refinancing on the terms set out herein. 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 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