



ADVANTEX

NEWS RELEASE

For Immediate Release

ADX: CSE

Advantex Announces Appointment of New Director

Toronto, March 17, 2014 – Advantex Marketing International Inc. (“**Advantex**” or the “**Company**”), a leading specialist in the marketing services industry, today announced that Barry M. Wainstein has been appointed to Advantex’s Board of Directors.

Mr. Wainstein is Vice-Chairman and Deputy Head of Global Capital Markets with specific responsibilities for the global foreign exchange and precious and base metals (operating as ScotiaMocatta) businesses. He was previously Managing Director, responsible for global foreign exchange and precious metals. He has also been the regional co-ordinator for all Global Trading products in the U.S. and Head of Domestic Money Market. Previously, Barry was Managing Director at another Canadian bank, where he held various leadership positions in foreign exchange sales and trading and in corporate debt. He has also worked in foreign exchange for a number of US banks in both Toronto and New York. He holds BSc and MBA degrees from the University of Witwatersrand in Johannesburg and is a designated member of the Institute of Corporate Directors. He is a long standing member of the Canadian Foreign Exchange Committee, the CFEC Membership Sub Committee and is a member of the European Central Bank’s Foreign Exchange Contact Group. He is also a Board member of the Inuvialuit Investment Corporation, a foundation that manages the land claim moneys of the Inuit people in the North West Territories.

About Advantex Marketing International Inc.

Advantex is a specialist in the marketing services industry. Advantex partners with Canadian Imperial Bank of Commerce and Aimia Inc. 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 business segment.

Advantex is traded on the Canadian Securities Exchange under the symbol "ADX". For additional information on Advantex, please visit www.advantex.com.

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