



**ADVANTEX**

**NEWS RELEASE**

For Immediate Release  
ADX: CSE

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**Advantex Announces Program with TD**

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**Toronto, June 19, 2014** – Advantex Marketing International Inc. (“Advantex”), a leading specialist in the marketing services industry, today announced it has signed a 2 year agreement with The Toronto-Dominion Bank (“TD”). The agreement will enable TD Aeroplan Credit Cardholders to earn bonus Aeroplan Miles when they use their Card to make purchases at merchants participating in Advantex’s program.

“Working with two of Canada's leading financial institutions, Canadian Imperial Bank of Commerce and now TD is significant for Advantex and its partner merchants. Merchants participating in the program will have marketing exposure to possibly the largest suite of credit card holders in Canada and a compelling opportunity to incentivize their new and existing customers to do business with them,” said Kelly Ambrose, Advantex President and Chief Executive Officer. “We are thrilled with this development.”

Advantex and TD are putting the finishing touches to the program features and expect to announce its launch effective this summer.

**About Advantex Marketing International Inc.**

Advantex is a specialist in the marketing services industry. Advantex partners with CIBC, Aimia and TD. On a combined basis, Advantex has contractual marketing access to about five million Canadian consumers with above-average personal and household income. Advantex’s merchant partner base currently consists of about 1,700 merchants operating in several business segments: 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](http://www.advantex.com)

**Forward-Looking Information**

This Press Release contains certain “forward-looking information”. All information, other than information comprised of historical fact, that addresses activities, events or developments that Advantex believes, expects or anticipates will or may occur in the future constitutes forward-looking information. Forward-looking information is typically identified by words such as: anticipate, believe, expect, goal, intend, plan, will, may, should, could and other similar expressions. Such forward-looking information relates to, without limitation, information regarding exposure to credit card holders in Canada, the incentives of participating, the timing to launch the program and other information regarding Advantex’s financial and business prospects and financial outlook is forward-looking information.

Forward-looking information reflects the current expectations or beliefs of Advantex based on information currently available to Advantex.

Forward-looking information is subject to a number of risks, uncertainties and assumptions that may cause the actual results of Advantex to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on Advantex. Factors that could cause actual results or events to differ materially from current expectations include those listed under “General Risks and Uncertainties” and “Economic Dependence” in Advantex’s Management’s Discussion and Analysis for the three and nine months ended March 31, 2014.

All forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, Advantex disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. Although Advantex believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.

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