



ADVANTEX

NEWS RELEASE

For Immediate Release
ADX: CSE

Advantex Updates Business Outlook

Toronto, June 20, 2014 – Advantex Marketing International Inc. (“Advantex”), a leading specialist in the marketing services industry, is providing an update on short-term transition matters affecting its business.

The recently announced agreement with The Toronto Dominion Bank (“TD”) means that rewards are a fully integrated feature of the TD Aeroplan suite of credit cards, automatically awarding credit card holders with bonus Aeroplan Miles on completed purchases at over 1,000 independent merchants participating in the Advantex programs. Through Advantex, participating merchants will have the opportunity to offer benefits to holders of both TD Aeroplan and CIBC Aeroplan credit cardholders.

“More than before, being a part of the Advantex programs will provide an affordable tool for independent merchants to market their business to a larger portfolio of Canadian credit cardholders. The expected growth in transactions at participating merchants provides a significant and sustainable opportunity for growth in revenues and profitability of Advantex,” said Kelly Ambrose, Advantex President and Chief Executive Officer.

Prior to the launch of the TD Aeroplan program, scheduled for later this summer, Advantex will experience a period during which its revenues and liquidity will be impacted by the transition of certain credit cardholders moving from the CIBC Aeroplan program to TD Aeroplan. Once Advantex launches the TD Aeroplan program, it will be in a position to recoup the temporary shortfall in revenues and liquidity.

Advantex has the support of its financial partners, employees and CIBC. Holders of its outstanding non-convertible debentures have agreed to defer an interest payment due June 15. This interest payment will now be made in two installments in October and November, 2014. They have also agreed to amend and re-set certain financial covenants. Our employees have voluntarily taken a deferral of their remuneration from mid-June to end of August. The deferred amounts will subsequently be paid over a three month period. CIBC, our partner of about two decades, and Accord Financial are also supporting us during this transition.

“I want to thank all our stakeholders for their support. We expect to repay their loyalty and patience with steadily improving financial performance. We also expect to share other positive developments respecting our on-going partnerships. Loyalty Marketing is a multi-billion dollars business in North America and Advantex, with its proprietary technology and reputable partners, is well positioned to gain a wider share of this market,” said Mr. Ambrose.

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 over 1,000 merchants participating in the program it operates for CIBC and over 600 merchants participating in the program it operates for Aimia. Participating merchants operate 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

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 Advantex’s; opportunity for growth in revenues and profitability, the period during which its revenues and liquidity will be impacted, launch date for the TD Aeroplan program, the period during which interest is deferred, the period during which remuneration is deferred and during which it will be paid back and positive developments respecting on-going partnerships; 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.

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