



ADVANTEX

## **Advantex and Aimia Renew Aeroplan Partnership**

**Toronto – November 7, 2014** -- Advantex Marketing International Inc., a specialist in marketing loyalty-reward programs, and Aimia Canada Inc., a global leader in loyalty management and owner of the Aeroplan program, announced today the renewal of a multi-year agreement.

Under the agreement, Advantex will continue to market Aeroplan to independent merchants throughout Canada, enabling them to offer Aeroplan Miles to their customers.

Aeroplan has more than 4.8 million active members, and issued 2.3 million reward redemptions in 2013. Advantex is a key strategic partner for Aeroplan in the small/medium retail business marketplace. Over 600 businesses are currently enrolled in Advantex's Aeroplan program. These businesses combined with Bank credit card accelerator program, collectively issue more than 200 million Aeroplan Miles each year to Aeroplan Members.

Kelly Ambrose, Advantex's president and CEO, said: "We are proud to have been associated with Aeroplan, Canada's premier rewards program for the past four years and are delighted to continue our partnership with Aimia. Our new agreement provides long-term stability for Advantex as well as opportunities for future growth."

The renewed partnership with Aeroplan follows other recent initiatives that lay a solid foundation for Advantex's future growth:

- We have signed a two-year agreement with Toronto-Dominion Bank, under which TD Aeroplan credit cardholders can now earn extra miles whenever they buy goods and services from merchants enrolled with Advantex.
- We have teamed up with Caesars Entertainment, the international resort and casino operator, to add more than 40 US bricks-and-mortar merchants to Caesars' Total Rewards loyalty program. The Caesars agreement provides for expansion to several US cities.

Mr. Ambrose added: "We are confident that a further expansion of our merchant base, a rising volume of transactions and wider geographical coverage will

translate into significant and sustainable growth in Advantex's revenues and profitability. Loyalty marketing is a multi-billion dollar business in North America. We are well positioned to gain a wider share of this market with our proprietary technology and outstanding partners."

**About Advantex:**

Advantex provides specialized marketing programs that enable members of affinity groups to earn frequent-flyer miles and other loyalty rewards through purchases at participating merchants.

Through our partnerships with Aeroplan, Toronto-Dominion Bank, Canadian Imperial Bank of Commerce and Caesars Entertainment, we have contractual access to millions of consumers with above-average personal and household income. We also have partnerships with about 1,700 merchants in Canada and the US.

Advantex shares trade on the Canadian Securities Exchange under the symbol ADX. For more information, go to [www.advantex.com](http://www.advantex.com).

**About Aimia**

Aimia, a global leader in loyalty management, has unique capabilities and proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. In Canada, Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program, as well as a proprietary loyalty division that designs, launches and operates new client programs. Aimia also offers world-class data analytics through its Intelligent Shoppers Solutions suite of tools and has a minority position in Cardlytics, a pioneer of transaction-driven marketing in banking. For more information, please visit: [www.aimia.com](http://www.aimia.com).

**Contact:**

Mukesh Sabharwal  
Vice-President and Chief Financial Officer  
Advantex Marketing International Inc.  
Tel: 905-470-9558 ext. 249  
E-mail: [Mukesh.sabharwal@advantex.com](mailto:Mukesh.sabharwal@advantex.com)

**Forward-Looking Statements:**

This news release contains "forward-looking statements" within the meaning of applicable securities laws relating to Advantex's future business and operations. 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. Such forward-looking information relates to, without limitation, information regarding:

the future operations of Advantex, the effect that the new agreement will have on Advantex's stability and growth, the future expansion of Advantex's merchant base, value of transactions, geographic coverage and growth in revenue and profitability and Advantex's future share in its markets.

Readers are cautioned not to rely unduly on forward-looking statements. Actual results and developments may differ materially from those contemplated by these statements. Advantex's business and operations are subject to various risks and uncertainties. Factors that could cause actual results to differ are set out in Advantex's current management discussion and analysis.

The statements in this news release apply as of the date of the release. Forward-looking statements are made based on management's beliefs, estimates and opinions at the time the statements are made. Advantex undertakes no obligation to update forward-looking statements if circumstances change, except as required by law.

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