



ADVANTEX

News Release

Advantex and CIBC Extend Agreement

Toronto, January 11, 2018 -- Advantex Marketing International Inc. (CSE: ADX), a specialist in marketing loyalty-reward programs, today announced that it has agreed with Canadian Imperial Bank of Commerce ("CIBC") on an extension until March 31, 2019 of their agreement which was due to expire on March 31, 2018.

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 over 1,000 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.

Contact:

Mukesh Sabharwal
Vice-President and Chief Financial Officer
Tel: 905-470-9558 ext. 249
Email: mukesh.sabharwal@advantex.com