

**Form 51-102F3**  
***Material Change Report***

**MATERIAL CHANGE REPORT UNDER  
NATIONAL INSTRUMENT NO. 51-102**

**Item 1            Name and Address of Company**

Advantex Marketing International Inc. (the "Company")  
491 Eglinton Avenue West  
Suite 305  
Toronto, Ontario

**Item 2            Date of Material Change**

March 14, 2006

**Item 3            News Release**

On March 14, 2006, a news release in respect of a material change was disseminated through Canadian Disclosure Network.

**Item 4            Summary of Material Change**

The material change is described in the Company's press releases attached hereto as Schedule "A", which press release is incorporated herein.

**Item 5            Full Description of Material Change**

No information other than that provided in Item 4 above is presently available.

**Item 6            Reliance on subsection 7.1(2) or (3) of National Instrument 51-102**

This report is not being filed on a confidential basis.

**Item 7            Omitted Information**

No information has been omitted.

**Item 8            Executive Officer**

G. Randall Munger, Chairman and Chief Executive Officer  
(416) 481-5657

**Item 9            Date of Report**

March 14, 2006

## SCHEDULE "A"



ADVANTEX

NEWS RELEASE

### **ADVANTEX CLOSSES \$3 MILLION PRIVATE PLACEMENT, OVER-SUBSCRIBED BY \$1 MILLION**

For Immediate Release

#### **ADX: TSX**

**Toronto, March 14, 2006**, - Advantex Marketing International Inc. (TSE:ADX) is pleased to report that its previously announced private placement financing of common shares is now closed. The size of the offering was increased from the original \$2,000,000 to \$3,000,000 as a result of over-subscriptions. Under the placement, Advantex issued an aggregate of 37,037,037 common shares at a price of \$0.081 per share.

"We are pleased with the strong response and confidence expressed by the investment community in the Company," said G. Randall Munger, Chairman and Chief Executive Officer of Advantex. "The completion of this financing is a key step toward achieving our growth strategy."

The net proceeds from the private placement will be used for general working capital purposes and to fund growth initiatives in the Canadian market. Notre-Dame Capital acted as the Company's exclusive agent in connection with the funds raised in Canada in this private placement.

#### **About Advantex Marketing International Inc.**

Advantex Marketing International Inc. is a leading marketing services company, specializing in integrated marketing solutions for its Merchant and Channel Partner clients. Advantex offers a range of products and services including coalition loyalty rewards programs, online shopping malls, direct marketing, online and email promotion; and data capture and award processing systems. Advantex loyalty partners include CIBC, United Airlines, Delta Air Lines, The New York Times, and other major North American corporations, as well as a growing list of restaurants, online retailers, golf courses, small inns and resorts. Advantex is a public company, traded on the Toronto Stock Exchange under the symbol "ADX". For additional information on Advantex, please visit [www.advantex.com](http://www.advantex.com).

*This press release may include statements about expected future events and/or financial results that are forward-looking in nature and subject to risks and uncertainties. Advantex cautions that actual performance will be affected by a number of factors, many of which are beyond its control. Future events and results may vary substantially from what Advantex currently foresees. Discussion of the various factors that may affect future results is contained in Advantex's recent filings with Canadian securities regulatory authorities.*

For further information please contact:

Lisa S. Levstein  
Director, Communications and Investor Relations  
Tel: (416) 322-6130, ext. 260  
E-mail: [lisa.levstein@advantex.com](mailto:lisa.levstein@advantex.com)