

Press Release

For Immediate Distribution

Mediagrif announces closing of the acquisition of Orckestra

Longueuil, Canada – June 28, 2017: Mediagrif Interactive Technologies Inc. (TSX: MDF), a Canadian leader in information technology, announced today the closing of the transaction previously announced on June 21, 2017 regarding the acquisition of substantially all of the assets of Orckestra Inc.

About Orckestra

Orckestra is a leading provider of digital unified commerce and omnichannel retail solutions. The company offers a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. The Commerce Orchestration™ platform establishes a unique central, cloud-based, commerce layer that unifies all retail systems and customer touchpoints, through open APIs and modern applications, and helps enterprise organizations grow their business successfully in the global marketplace. Orckestra fuels digital innovation for leading retailers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

About Mediagrif Interactive Technologies Inc.

[Mediagrif Interactive Technologies Inc.](http://www.mediagrif.com) (TSX: MDF) is a Canadian leader in information technology, owner of several recognized web and mobile platforms including MERX, BidNet, ASC, InterTrade, Jobboom, LesPAC, Réseau Contact and Carrus. Mediagrif's e-commerce solutions are used by millions of consumers and businesses in North America and around the world. The Company has offices in Canada, the United States and China. For more information, please visit us at www.mediagrif.com or call 1 877 677-9088.

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