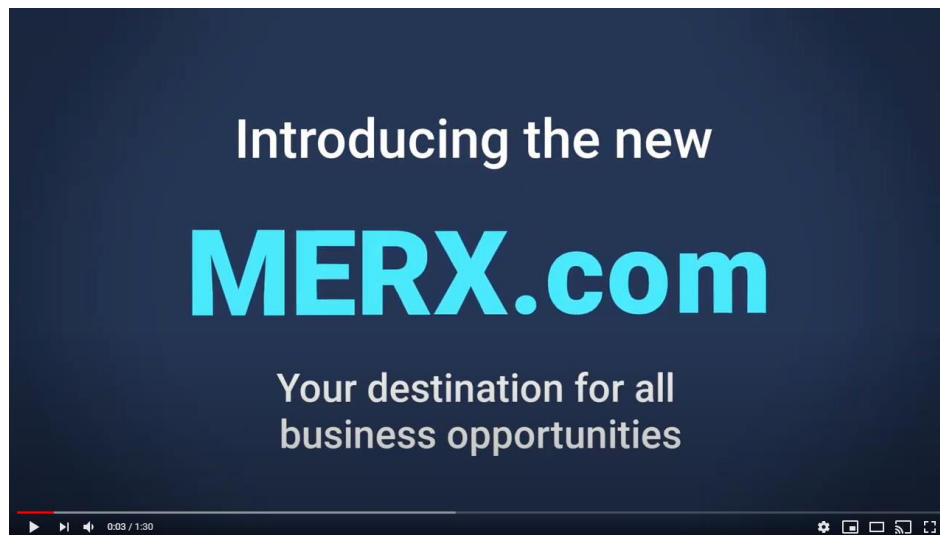


Mediagrif launches a more powerful MERX.com, reinforcing MERX as Canada’s premier e-tendering service and largest business network

Longueuil, Canada, May 28, 2020 – Mediagrif Interactive Technologies Inc. (TSX: MDF) is pleased to announce the launch of a greatly improved version of [MERX.com](https://www.merx.com), Canada’s leading source for business opportunities. Active for the past 20 years, Canada’s premier website for business opportunities has gone through a significant upgrade from both a technology and user experience perspective.

The result is a more powerful opportunity matching service that better serves suppliers by making it easier for them to find business opportunities and that more effectively supports buyers by amplifying the exposure of their solicitations, helping them find more qualified suppliers. A few of the key improvements include:

- Easier and faster for suppliers to find the most relevant business opportunities through Smart Search
- More intuitive user experience with simplified navigation
- Full mobile compatibility
- Better accessibility
- More modern look



[Click for video overview](#)

These enhancements help ensure a bigger pipeline for suppliers and best value and price for public and private sector buying organizations.

“This significant investment in the MERX platform is one of the foundational drivers in Mediagrif’s 5-year strategic plan,” said Mark Eigenbauer, President, Strategic Sourcing at Mediagrif. “This first wave of improvements will allow our network of 200,000 suppliers and 3,000 buyers in North America to transact even more efficiently, allowing a fully touchless procurement experience; never more relevant than in current times, when ensuring business continuity for our essential service providers and the broader public and private sectors must be assured.”

In parallel, MERX has continued the evolution of its e-procurement SaaS to offer a full suite, source-to-contract solution to buyers as well as a best-of-breed CLM solution which easily scales from simple to complex, enterprise-wide requirements.

This is the first phase of a major overhaul of the Strategic Sourcing platforms at Mediagrif, as presented in its strategic plan. Future improvements will include AI, data services, business intelligence, and other key features and improvements over time to increase the value Mediagrif's Strategic Sourcing solutions bring to suppliers and buyers.

MERX is one of the products within Mediagrif's Strategic Sourcing sector of activity and operates in Canada. Mediagrif also owns and operates other sourcing platforms in the U.S.: Bidnet.com, Bidnetdirect.com and Governmentbids.com.

About Mediagrif Interactive Technologies Inc.

Mediagrif Interactive Technologies Inc. (TSX: MDF) enables the flow of commerce by providing a broad set of SaaS solutions that optimize and accelerate commercial interactions between buyers and sellers. Our platforms and services empower businesses around the world, allowing them to generate billions of dollars in transactions on an annual basis. Our strategic sourcing, e-commerce, supply chain collaboration and e-marketplace solutions are supported by a strong and dedicated team of more than 600 employees based in Canada, the United States, Denmark, Ukraine and China. For more information, please visit us at www.mediagrif.com, follow us on [LinkedIn](#) or call at 1-877-677-9088.

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