

As announced in its strategic plan, Mediagrif continues to modernize its solutions by launching a brand new version of its site offering Supply Chain solutions

Longueuil, Canada, June 18, 2020 – Mediagrif Interactive Technologies Inc. (TSX: MDF), leader in commerce technologies, is pleased to announce that following the major overhaul of its [MERX.com](https://www.merx.com) platform on May 28, it is now launching its new [InterTrade.com](https://www.intertrade.com) site. InterTrade Systems Inc. has been part of the larger Mediagrif family since 2010 and is the solution that Mediagrif offers its clients to simplify, optimize and secure their supply chain.

The platform provides critical solutions for implementing or improving e-commerce strategies, allowing a more fluid and rapid exchange between companies and their trading partner communities. These solutions include electronic data interchange (EDI) and synchronization of information relating to partner products, and are used by major brands such as BRP, Dillard's, Kohl's, McKesson and Uni-Select, among many others.

The new site is faster, easier to navigate and provides a better user experience. It also represents a single and complete source of information on InterTrade services in a clearer, more user-friendly and modern environment. In addition to the new design, the main improvements also include mobile and multilingual optimization, as well as integration with marketing automation and CRM tools.

"I am extremely proud of the launch of this new InterTrade site," said Andreeanne Simon, President, Supply Chain at Mediagrif. "The successful completion of this major project is in line with Mediagrif's ambitious strategic plan and will allow us to offer a better experience to all our current and future partners."

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.

- 30 -

Additional Information:

Mediagrif Interactive Technologies Inc.
Andreeanne Simon, President, Supply Chain
Toll-free number: 1-800-873-7803, ext. 8633
Email: andreeanne.simon@intertrade.com

Mediagrif Interactive Technologies Inc.
André Leblanc, Vice-President, Marketing & Communications
Toll-free number: 1-877-677-9088, ext. 8220
Email: aleblanc@mediagrif.com