



Press Release
For immediate distribution

The evolution of online shopping in Québec

LesPAC is now free for consumers

Montreal, March 1 2017 – LesPAC, Québec’s premier online classifieds platform, now offers free ad publishing for consumers in most categories. Starting today, LesPAC users can post ads for free directly on the website or by using the LesPAC apps for iOS and Android. LesPAC provides a simple, secure and 100% Québec-based platform for buying and selling online in Québec, allowing users to save money every day on all types of goods and services.

“In addition to being a pioneer and major player in the Québec classified advertising market, LesPAC has been contributing to Québec’s economy and promoting sustainable consumption for more than 20 years,” says Suzanne Moquin, President of LesPAC. “Making the platform available to consumers for free is an important part of a broader, evolving strategy to better meet the needs of our users, and to promote online buying and selling in all regions of Québec, while growing our user base.”

The evolution of a platform

Consumers in Québec will benefit from this initiative immediately. The needs of business owners are also important to the future of the platform, and are prioritized in the company’s development strategy. LesPAC is constantly working to develop innovative solutions for businesses, including more affordable advertising options and site features that respond to the changing needs of the market. For example, LesPAC business customers will soon be able to upload their ads in batches, making it even easier to promote and sell their inventory. Business customers will therefore be in a better position to capitalize on online shopping trends.

“Small and medium-sized businesses in Québec face particular challenges in terms of their ability to adapt to consumers’ changing needs, and this situation has direct implications for the Québec economy,” notes André Leblanc, Vice President of Marketing for LesPAC. “Our strategy takes this important challenge into account. Moving forward, LesPAC will continue to work with businesses to connect their offers with our sizeable audience, which is already very active in the online marketplace.”

Visit LesPAC

Web: <http://www.lespac.com/>

App Store: [LesPAC – iOS mobile app](#)

Google Play: [Application mobile Android - LesPAC](#)

About LesPAC

Founded in 1996, LesPAC is the premier classified advertising platform in Québec. LesPAC allows thousands of users to easily buy and sell goods and services every day, for free. By encouraging local

commerce, LesPAC proudly promotes sustainable consumption and reduced waste. LesPAC is owned by LesPAC Network Inc., a subsidiary of Mediagrif Interactive Technologies Inc. (TSX:MDF), a Canadian leader in e-commerce solutions.

Source: LesPAC Network Inc.

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