

**Press Release**

For Immediate Distribution

## **Mediagrif announces closing of the acquisition of Advanced Software Concepts Inc.**

**Longueuil, Canada – June 1<sup>st</sup>, 2016:** Mediagrif Interactive Technologies Inc. (TSX: MDF), a Canadian leader in e-commerce solutions, announced today the closing of the transaction previously announced on May 17, 2016 regarding the acquisition of all of the assets of Advanced Software Concepts Inc. Total cash consideration for the transaction is \$18,5 million, subject to certain working capital adjustments.

### **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, InterTrade, BidNet, Carrus, Jobboom, LesPAC and Réseau Contact. 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](http://www.mediagrif.com) or call 1 877 677-9088.

### **Forward Looking Statement**

This press release contains certain forward-looking statements with respect to the Company. These forward-looking statements, by their nature, necessarily involve risks and uncertainties that could cause actual results to differ materially from those contemplated by these forward-looking statements. We consider the assumptions on which these forward-looking statements are based to be reasonable, but caution the reader that these assumptions regarding future events, many of which are beyond our control, may ultimately prove to be incorrect since they are subject to risks and uncertainties that affect us. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities legislation. All amounts are in Canadian dollars.

-30-

### **For further information:**

#### **Mediagrif Interactive Technologies Inc.**

Claude Roy  
President and Chief Executive Officer  
Tel.: (450) 449-0102 ext. 2004  
Toll Free: 1 877 677-9088 ext. 2004  
Email: [croy@mediagrif.com](mailto:croy@mediagrif.com)

Paul Bourque  
Chief Financial Officer  
Tel.: (450) 449-0102 ext. 2135  
Toll Free: 1 877 677-9088 ext. 2135  
Email: [pbourque@mediagrif.com](mailto:pbourque@mediagrif.com)