

*Mediagrif reports results
for its first quarter of fiscal year 2017*

First quarter highlights:

- Acquisition of Advanced Software Concepts Inc. ("ASC") completed on May 31st, 2016.
- Revenue up 7.1% to reach \$19.0 million.
- Adjusted EBITDA¹ of \$7.0 million or 37% of revenue.
- Profit of \$3.7 million (\$0.25 per share) compared to \$3.4 million (\$0.22 per share).
- Cash flow from operating activities totalled \$4.5 million.

Quarterly dividend:

- Declaration of a quarterly dividend of \$0.10 per share payable on October 17, 2016 to shareholders of record on October 3, 2016.

Longueuil, Canada, August 3, 2016 – Mediagrif Interactive Technologies Inc. (TSX: MDF), a Canadian leader in information technology, today announced its financial results for the first quarter of fiscal 2017. Unless indicated otherwise, all amounts are in Canadian dollars.

SUMMARY OF CONSOLIDATED RESULTS

	Three months ended June 30,	
	2016	2015
(in thousands of Canadian dollars, except for numbers related to shares – unaudited)	\$	\$
Revenue	18,966	17,709
Adjusted EBITDA¹	6,962	6,478
Operating profit	5,531	5,117
Profit for the period	3,734	3,420
Earnings per share (basic and diluted)	0.25	0.22
Weighted-average number of shares outstanding basic and diluted (in thousands)	14,999	15,460

¹ See reconciliation of adjusted EBITDA and profit.

FIRST QUARTER OF FISCAL 2017 ENDED JUNE 30, 2016

For the first quarter of fiscal 2017, revenue increased by 7.1% or \$1.3 million to reach \$19.0 million when compared to the first quarter of fiscal 2016.

Since its acquisition on May 31st 2016, ASC services were used for an amount of \$0.3 million. However, of that amount, only \$0.2 million is included in revenues in the quarter due to the adjustment made to recognize the fair value of deferred revenues at the acquisition date.

Adjusted EBITDA totalled \$7.0 million or 37% of revenue compared to \$6.5 million or also 37% during the first quarter of fiscal 2016. Adjusted EBITDA of the quarter includes professional fees totalling \$0.1 million related to the acquisition of ASC.

Profit reached \$3.7 million (\$0.25 per share) compared to \$3.4 million (\$0.22 per share) during the first quarter of fiscal 2016.

FINANCIAL POSITION AND FINANCING

During the first quarter of fiscal 2017, cash flows generated by operating activities reached \$4.5 million, compared to \$4.0 million for the first quarter of fiscal year 2016. The Company used a portion of these funds and funds available on its credit facility to proceed with the acquisition of ASC and also to cover for the acquisitions of capital assets. The Company also paid out \$1.5 million in dividends during the first quarter of fiscal 2017.

As at June 30, 2016, the Company had \$10.2 million of cash and cash equivalents and \$38.8 million available on its revolving credit facility of \$80.0 million.

QUARTERLY DIVIDEND

The Board of Directors of Mediagrif declared a quarterly dividend of \$0.10 per share payable on October 17, 2016, to shareholders on record on October 3, 2016.

RECONCILIATION OF ADJUSTED EBITDA AND PROFIT

Adjusted EBITDA represents earnings before interest, taxes, depreciation, amortization, foreign exchange gain (loss) and other revenue (expenses) as historically calculated by the Company.

	Three months ended June 30	
	2016	2015
(in thousands of Canadian dollars, unaudited)	\$	\$
Profit	3,734	3,420
Income tax expense	1,427	1,395
Depreciation of property, plant and equipment and amortization of intangible assets	625	463
Amortization of acquired intangible assets	984	894
Amortization of deferred financing costs	10	-
Amortization of deferred lease inducement	(182)	(36)
Foreign exchange loss (gain)	(9)	150
Financial expenses	202	196
Loss (gain) on disposal of property, plant and equipment	171	(4)
Adjusted EBITDA	6,962	6,478

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 Jobboom, LesPAC, Réseau Contact, MERX, ASC, InterTrade, Carrus, and BidNet. 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.

In addition to providing profit measures in accordance with IFRS, the Company shows operating profit and earnings before interest, taxes, depreciation, amortization, foreign exchange gain (loss) and other revenue (expenses) ("Adjusted EBITDA") as supplementary earnings measures. Operating profit and adjusted EBITDA are not intended to be measures that should be regarded as an alternative to other financial operating performance measures prepared in accordance with IFRS. Those measures do not have a standardized meaning prescribed by IFRS and may not be comparable to similar measures presented by other companies.

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 expected 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. Unless otherwise indicated, all amounts are in Canadian dollars.

Audited consolidated financial statements, accompanying notes and MD&A are available on www.mediagrif.com and have been filed with SEDAR at the following address: www.sedar.com.

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