



Press Release

For immediate distribution

Mediagrif signs an agreement with the SAQ to use Orckestra's ecommerce platform in the development of the Société Québécoise du Cannabis' transactional website

Longueuil, Canada - June 27, 2018 – Mediagrif Interactive Technologies Inc. (TSX: MDF), a Canadian leader in information technology, is proud to announce that the omnichannel commerce platform developed by their subsidiary Orckestra has been selected by the Société des alcools du Québec (SAQ) for online sales of cannabis by the Société québécoise du cannabis (SQDC).

"We're proud that our technology was selected for this project", said Louis Fournier, president of Orckestra. "This demonstrates the capacity of our platform to meet the needs of a project that includes new brick-and-mortar stores, as well as the omnichannel infrastructure and logistics needed to handle online sales. This project also shows our capacity to seamlessly integrate cutting-edge ecommerce environments with accelerated time-to-market requirements. It's a perfect example of the powerful operational synergy that exists between Mediagrif and Orckestra."

The *Orckestra Commerce Cloud* platform was selected because it's the perfect fit for the challenges associated with running both online and real-world sales operations. With its proprietary technology, which is highly adaptive to wide variety of commercial environments, Orckestra will manage the design, operation and evolution of the SQDC's digital infrastructure as it relates to their planned global distribution strategy.

The SQDC's online sales platform is expected to launch as Canada's federal government finalizes the date at which legalization comes into effect.

ABOUT MEDIAGRIF

[Mediagrif Interactive Technologies Inc.](http://www.mediagrif.com) (TSX: MDF) is a Canadian leader in information technology offering strategic sourcing and unified commerce solutions as well as B2B and B2C marketplaces. Mediagrif's solutions are used by millions of consumers and businesses in North America and around the world. The Corporation has offices in Canada, the United States, Denmark and China. For more information, please visit us at www.mediagrif.com or call 1 877 677-9088.

ABOUT ORCKESTRA

Orchestra Technologies is a leading provider of omnichannel commerce solutions. The company offers a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. The *Orchestra Commerce Cloud* platform unifies all retail systems and customer touchpoints, and helps mid to large-sized retailers and manufacturers grow their business successfully in the global marketplace. Orchestra fuels digital innovation for leading retailers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs.

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For more information

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