



Press release

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Orchestra and Logient announce partnership to provide omnichannel commerce solutions in Québec

This will allow Orchestra to increase its capacity to deliver projects while strengthening its position in the Québec market.

LONGUEUIL, CANADA -- May 6, 2019 -- Orchestra Technologies Inc., an omnichannel solutions leader and subsidiary of Mediagrif Interactive Technologies Inc. (TSX:MDF), is proud to announce a partnership with Logient, a Québec leader in custom software solutions. Moving forward, Logient will offer Orchestra solutions to its retail clients.

The partnership will allow Logient to expand their offering of cutting-edge ecommerce and content management systems and to offer their customers *Orchestra Commerce Cloud* to help them overcome the challenges of digital retail. **Logient will contribute to the development** and integration of Orchestra solutions to help to position Orchestra as the optimal platform for retail ebusiness, particularly for retailers with multiple brands across various markets.

Vincent Trépanier, Vice President, Solutions and Strategy at Orchestra, says that the partnership is a win-win for Orchestra and Logient.

“This partnership will allow Orchestra to accelerate our business development in the Québec market while expanding our capacity to deliver a higher volume of projects for our clients. **Logient’s development experience with the Orchestra platform**, their technical expertise and their familiarity with Agile methodologies makes them the ideal partner. Adding Orchestra solutions to the range of products Logient offers, ensures that their customers will have access to a leading omnichannel platform that meets the specific needs of the market.”

Vincent Godcharles, Chief Executive Officer of Logient, believes that the partnership with Orchestra is a strategic win that adds considerable new value to the products and services Logient offers its clients.

About Orckestra

Orckestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ Platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers, grocers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

Orckestra is a subsidiary of Mediagrif Interactive Technologies Inc. (TSX:MDF), a Canadian leader in information technology.

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