

Mediagrif announces departure of President and Chief Executive Officer, and appointment of Acting President and Chief Executive Officer and of Vice-President, Operations and Strategies

Longueuil, Canada, March 26, 2019 – Mediagrif Interactive Technologies Inc. (TSX: MDF), a Canadian leader in information technology, today announces that Mr. Claude Roy will be retiring for health reasons and stepping down as President and Chief Executive Officer of Mediagrif on March 31, 2019. Mediagrif's Board of Directors appointed Mr. Paul Bourque, currently the Corporation's Chief Financial Officer, as Acting President and Chief Executive Officer, and is continuing the process of recruiting a permanent successor. During this period, Mr. Bourque will be acting both as President and Chief Executive Officer and as Chief Financial Officer. He has been Mediagrif's Chief Financial Officer since June 2011, and has in-depth knowledge of the Corporation's operations. In the course of his career, he has acted as both chief financial officer and senior vice-president of business development and strategic sourcing for a sizeable public corporation. Mr. Bourque has over 30 years of experience in accounting, finances and operations, and is a chartered accountant (CPA, CA).

Mr. Claude Roy will also be stepping down as Chair of the Board of Directors effective March 31, 2019. The Corporation announced the appointment of Mr. Gilles Laporte as Chair of the Board of Directors. He has been sitting on Mediagrif's Board of Directors for eight years and is the lead director. He has also served on several other boards of directors of public and private corporations. Additionally, he has held executive positions in a number of computer service firms.

Mediagrif's Board of Directors also appointed Ms. Catherine Roy as Vice-President, Operations and Strategies. Ms. Roy is a certified corporate director (*Administratrice de sociétés certifiée* (ASC)) and has been sitting on the Corporation's Board of Directors since 2015 and on the R&D and Innovation Committee since 2017. She has acquired a vast expertise managing technologies and innovations over the 15 years in which she was a builder of Ubisoft in Montréal. After first producing several titles on various platforms, Ms. Roy went on to work in human resources where she developed an innovative management style.

Mr. Laporte, the new Chair of the Board of Directors, said that, "under Claude Roy's leadership, Mediagrif created value for its shareholders, clients and employees. With several acquisitions and rigorous management, he transformed the business, a process that helped push the sales figures upwards while generating an enviable profitability margin and paying a generous dividend. I would like to thank Claude for his contribution to the business's success since 2008, and wish him every happiness with his family, with whom he understandably wants to spend more time."

"It is with great emotion that I announce my retirement. Health is a precious asset whose true value only reveals itself when it falters, unfortunately. I have full confidence that our management team, employees and Board of Directors have what it takes to successfully implement the business's growth plan. Positive acquisitions have expanded Mediagrif and opened up wonderful opportunities in such areas as unified commerce and strategic sourcing. Reorienting Mediagrif's activities and investments towards high-growth industries will reinvigorate the Corporation. The leadership transition, for its part, will inject positive energy into the business, allowing it to complete its strategic plan. I wish Mediagrif's entire team the best of success and heartily thank them for their support over the years," declared Mr. Roy.

About Mediagrif Interactive Technologies Inc.

[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.

This press release contains certain forward-looking statements with respect to the Corporation. 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.

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