

For immediate press release



NEO-TRAFFIC MAKES 2 KEY APPOINTMENTS TO SUPPORT GROWTH MOMENTUM

Montréal, QC,
February 4, 2019

To support and accelerate the company's current growth, Neo-Traffic is pleased to announce two important appointments to its team.

Ivana Costantini is promoted Director of Sales for the Toronto office. Ivana joined the Neo-Traffic team in late 2017 and has since clearly demonstrated her commitment, drive and leadership in building and managing her sales team.

Eric Menzies is appointed Vice President, Sales and Marketing. Based in Toronto, he will be responsible for leading the national and local sales team as well as the marketing strategy for the business, within the advertising industry. He will also work very closely with senior management on the company's long-term development strategy. His strong OOH & DOOH experience, mostly acquired while managing Astral OOH's Street Furniture portfolio will allow Neo-Traffic to ensure the best possible marketing of its extended advertising network and to position the company for new opportunities to develop new advertising networks.

"We are very excited to collaborate with Eric once again. His experience, his wide network of contacts and his strategic approach will undoubtedly be valuable assets for Neo-Traffic. Today, we have great ambitions and new projects for which we intend to devote important resources, and, in this context, his nomination is excellent news. The appointment of Ivana as Director of Sales for the Toronto office is the natural result of her efforts since joining us. She is an excellent ambassador for Neo-Traffic" says Ronald Tapiero, President and CEO of the company.

These appointments come at a key moment in the development of Neo-Traffic, after several years of growth and intense development. The company, which has installed nearly 500 new digital screens across the country in the past two years, will take a new step in the first months of 2019. New agreements with major partners will allow Neo-Traffic to roll out over a hundred additional digital faces to new properties by the end of the first quarter of 2019. This new phase of development will also include the installation of digital spectacular units in several properties including an oversized unit at One Queen Street, at the heart of downtown Toronto, a prestigious location and gateway to the PATH, to Saks Fifth Avenue and to the TTC Subway system.

"I am thrilled to be back at Neo-Traffic after all these years. The company has seen tremendous growth in the last 3 fiscals and has all the momentum it needs to keep building and over-performing in the placed based media space" adds Eric Menzies.



About Neo-Traffic

(www.neo-traffic.com)

Owned by Media Group, Neo-Traffic is distinguished by its marketing and its innovative range of indoor and outdoor display products. Its advertising display network extends from coast to coast, in more than 100 shopping malls.. Neo-Traffic works with Canada's leading property managers and owners, and is the only company entirely dedicated to advertising in Canada's shopping malls.

Contact:

Ronald Tapiéro

President | General Manager
T 514 788-6111x.223
P 514 884-1400
r.tapiero@neo-traffic.com

100 SHOPPING MALLS
in 8 provinces

570 HD SCREENS
across Canada

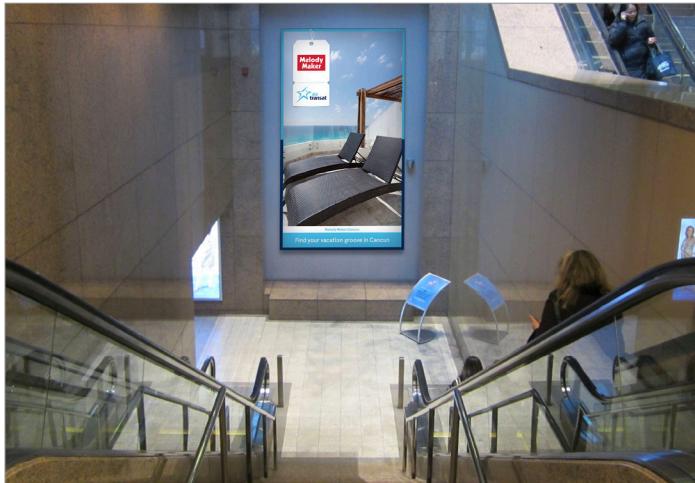
More than
700 POSTERS & BANNERS
from coast to coast

For immediate press release



DIGITAL SPECTACULAR UNITS

Montréal, QC,
February 4, 2019



One Queen Street (Downtown Toronto)



Carrefour Industrielle-Alliance (Downtown Montréal)

About Neo-Traffic

(www.neo-traffic.com)

Owned by Media Group, Neo-Traffic is distinguished by its marketing and its innovative range of indoor and outdoor display products. Its advertising display network extends from coast to coast, in more than 100 shopping malls.. Neo-Traffic works with Canada's leading property managers and owners, and is the only company entirely dedicated to advertising in Canada's shopping malls.

Contact:

Ronald Tapiéro

President | General Manager
T 514 788-6111x.223
P 514 884-1400
rtapiero@neo-traffic.com

100 SHOPPING MALLS
in 8 provinces

570 HD SCREENS
across Canada

More than
700 POSTERS & BANNERS
from coast to coast