

Intema Introduces BLAISE™, New and Revised Artificial Intelligence Marketing Application

MONTREAL--(BUSINESS WIRE)--July 11, 2018--Intema Solutions Inc. ("Intema" or the "Corporation") (TSXV:ITM, US:ITMZ) Provider of innovative marketing digital solutions, announces the introduction of a new Artificial Intelligence Application. The application is named BLAISE™ in memory of Blaise Pascal, the first mathematician known to have written treatises on probability theory that have strongly influenced the development of modern economics.

BLAISE™ is a powerful and unique Artificial Intelligence tool built to help identify more relevant and higher quality content to improve sales and customer retention for ecommerce sites and other marketing actors.

BLAISE™ meets the growing need of corporations to properly use Big Data through Artificial Intelligence. BLAISE™ uses nominal and behavioural data to isolate relevant, precise and targeted content. BLAISE™ is fast and accurate to reduce the workload of marketers and sales people.

This Artificial Intelligence application marks the transition from traditional segmentation to intelligent content. "Marketers will stop adapting content based on segments, they will now engage with people, not groups of consumers," says Roger Plourde, President of Intema.

BLAISE™, the newest addition of Intema's growing set of innovative marketing digital solutions, was developed with possibilities of integration to the Blockchain development.

In addition, the Corporation also announces that it is applying to the TSX Venture Exchange ("TSXV") to amend 10,000,000 common share purchase warrants (the "Warrants") originally issued in connection with a private placement announced on August 26, 2016. The Warrants are due to expire on August 26, 2018 and are exercisable at \$0.06 per share. The original expiry date of the Warrants will be extended for an additional 12 months ending August 26, 2019. The Corporation is also applying for a reduction of the exercisable price of those warrants, from \$0.06 per share to \$0.05 per share. In all other respects, the terms of the Warrants will remain unchanged and in full force and effect.

The Amendment is subject to TSXV approval.

About Intema Solutions Inc.

Intema's mission is to integrate technologies to marketing. The company develops technologies for marketing and services related to predictive marketing, relationship marketing, database marketing and Blockchain applications. Since its inception, INTEMA has dedicated its efforts to deliver key solutions to the marketing industry. For more information, please visit our corporate website at intema.com and our product websites eflyermaker.com and matchanalytics.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined on policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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