



NOTICIAS

PARTA to Acquire Mexican Digital Agency and to Gain Major Accounts such as Chrysler, Pavoni & Cuauhtemoc

MONTREAL, PARIS, France and MEXICO, June 12, 2012 /CNW Telbec/ - Parta Dialogue (TSXV: PAD), experts in Social Campaign Optimization and Social Learning, announces that it has entered into an agreement to acquire Mexican Digital Agency, Nuts (www.nuts.mx), pursuing its growth in Mexico. The transaction is valued at approximately \$ 1,2 million, of which 85% will be paid in Parta shares and 15% in cash. The completion of the acquisition is conditional to final due diligence.

"This acquisition, is part of our growth strategy, aiming to accelerate the penetration of our offering, specifically our unique eValue™ Social Media ROI Suite, in rapid growth markets such as Mexico," states Paul Allard, CEO of Parta Dialogue.

"We are extremely pleased and excited to join Parta's team as most of our major clients, such Chrysler, Pavoni & Cuauhtemoc will greatly benefit from their technology and expertise in social media." stated Victor Sangabriel, president of Nuts.

According to Bruno Perron, Managing Director of Parta Mexico, "The demand for social media services in the Mexican corporate market is now mature and, as a result, our Mexican business unit will begin to show some dramatic growth over the next months".

About PARTA

PARTA offers Social Media and Social Learning solutions to its clients from offices in Montreal, Paris and Mexico and is the developer of leading eValue™ Social Media ROI Suite: www.evaluesuite.com

Many visionary businesses already employ PARTA's solutions for internal and external online engagement. Among these are Renault, Orange, Michelin, Hydro-Québec, Iusacell (Mexico), Dassault Systems, Nestlé Waters and Crédit Agricole. www.partadialogue.com

PARTA is listed on the TSX Venture Exchange under the symbol PAD and operates through two subsidiaries:

#engagementlabs, an all-digital agency offering a targeted range of social strategies, customized engagement platforms and analytic tools to measure performance and ROI totally focused on social engagement & optimization: www.engagementlabs.com.

edu-performance, totally focused on internal engagement and productivity, Edu-Performance offers customized Social Learning and online training solutions: www.eduperformance.com.

Other Information

Investors are cautioned that any information released or received with respect to the Acquisition may not be accurate or complete and should not be relied upon.

Completion of the Acquisition is subject to a number of conditions, including but not limited to, TSX-V acceptance. There can be no assurance that the Acquisition will be completed as proposed or at all.

The TSX Venture Exchange Inc. has in no way passed upon the merits of the Acquisition and has neither approved nor disapproved the contents of this press release.

All information contained in this news release with respect to Parta and Nuts was supplied by Parta and Nuts, respectively, for inclusion herein, and with respect to such information, Parta and its board of directors and officers have relied on Nuts.