

PRESS RELEASE
FOR IMMEDIATE RELEASE

Trois-Rivieres, Wednesday September 21, 2011

Progi: a new identity for Progipac Group

Progipac Group evolves toward a new name: “Progi”. Accompanied by a new logo and a fresh visual identity, this name will serve to optimize the company’s image and strengthen its main brand, under which its various products will be deployed.



The new identity, which is current, simple and modular, was revealed during *ARPAC*’s 2011 convention and *CCPQ*’s 2011 symposium, both held together at the Manoir Richelieu in Charlevoix on September 10 and 11, 2011.

This change is the first phase of a process aiming to better link together the company’s various products and their parent brand. Among these products are the *Progipac* software and *Progi-Comm* network, both designed for auto recyclers, the online service *LeTracker* for collision shops, as well as the *Phautopak* and *AOS Vision* networks, which handle operations and transactions between collision shops, insurance companies, appraisers and auto parts suppliers.

Well implanted in Canada for over 20 years, Progi develops digital solutions for the auto industry. These solutions create links between many partners, facilitate interactions and allow companies to reach a better business performance.

- 30 -

Source:

Patrick Turcotte

Director of Business Development, Progi

819 370-3198

www.progi.com