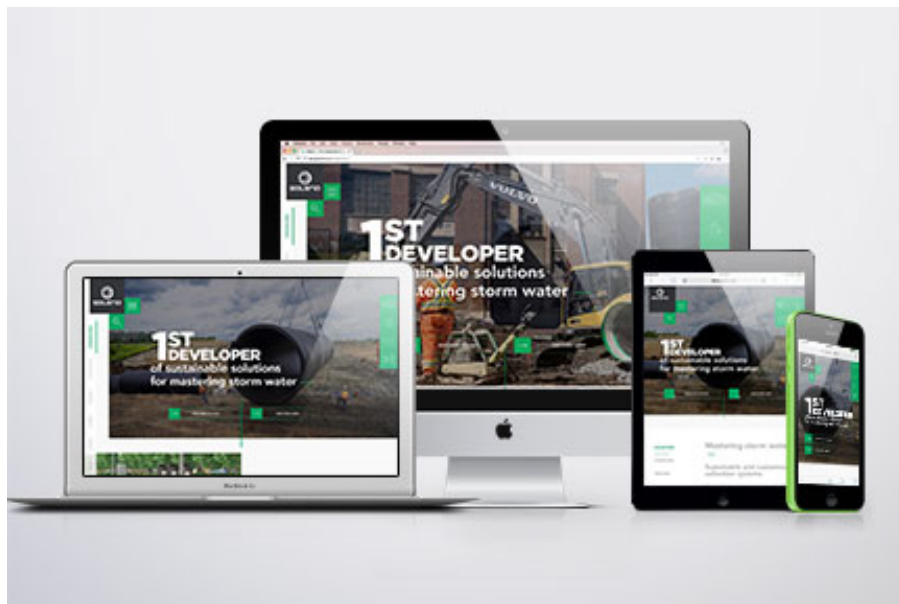


PRESS RELEASE
For immediate release

LAUNCH OF THE NEW SOLENO.COM WEBSITE



Saint-Jean-sur-Richelieu, August 24, 2017 - Quebec-based Soleno, faithful to its tradition of innovation, has just launched a new digital platform in collaboration with the Sept24 agency, specializing in digital communication and interactive marketing. The new solen.com Web site went live on August 17 during cocktail hour at the Le Samuel restaurant in Saint-Jean-sur-Richelieu. It was unveiled in a preview to the employees and some invited guests.

The idea behind the website redesign was to provide a high-performance and ergonomic platform supporting Soleno's position as 1st developer of sustainable solutions for mastering storm water, where the search for information is facilitated and allows sharing of the dynamic content. With its customers foremost in mind, the website has been rethought to simplify and facilitate navigation. The new solen.com website provides quick and easy access to all products and solutions for mastering storm water.

The website's top features

New graphics

A complete overhaul of the website that becomes an intuitive platform with an inspirational style that will provide a unique digital experience for users.

A website designed for users

An improved arborescence, a reorganization of information as well as an effective search tool will allow you to find the answer to your questions in just a few clicks.

A team experts at your fingertips

With our new section *Find an expert*, you may contact the right people at the right time.

Accessible from any device

We are aware that people connect daily from their cell phones or tablets. Soleno's new Web site provides its users an adaptive interface with the same efficiency on a computer, tablet or smartphone.

Integration of business units

Soleno's new digital platform now includes all the company's business units, Soleno Recycling, Soleno Service and Soleno Textile. All microsites are now accessible in a few clicks!

Experience the highlights of our new website launch (with English subtitles):

<https://vimeo.com/230831005>

About Soleno

Leader and 1st developer of sustainable solutions for mastering storm water, Soleno manufactures and distributes a wide range of products for the collecting, conveying, treating and storage of storm water for the industrial, commercial, residential, infrastructure, natural resources and agricultural development sectors. Most Soleno products are made of high density polyethylene (HDPE), a lightweight and strong material with a service life that can exceed 100 years. Manufacturing of these products is done in our Saint-Jean-sur-Richelieu plant, in Quebec. Soleno employs about 380 workers.

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