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Press Release  
For immediate diffusion

## Expansion outside of Quebec Irving Consumer Products, new strategic agreement for ODESIA Solutions

Montreal (Quebec), June 26, 2009 - ODESIA Group Inc. ("ODESIA") (TSX-V:ODS) announces the conclusion of a strategic agreement with Irving Consumer Products (« ICP »), a company that produces a broad array of bathroom and facial tissues under their customers' labels and is recognized among the most successful brands in North America. With their head office based in Moncton, New-Brunswick, ICP is one of the companies of the Irving family's conglomerate. ICP has several factories in Canada and the United-States.

"This strategic agreement aims at a long-term intervention at Irving Group. We first participated in the strategic planning to optimize their supply chain. Thereafter, ODESIA will coordinate the implementation of the identified solution. The success of this initiative will uncover opportunities in several companies under Irving's control and represents a significant business potential for ODESIA" said Denise Gonçalves, VP Business Development, ODESIA Solutions.

Georges Tetegan, vice-President Supply Chain, Irving Consumer Product is pleased of the association with ODESIA: "We called upon ODESIA Solutions to improve our performance with our planning process for our sales and operations (S&OP). By using the approach recommended by ODESIA Solutions, we have identified substantial productivity gains and began our change process which will significantly increase the performance of Irving Consumer Products."

Denise Gonçalves continues: "Our agreement with Irving reflects ODESIA's strategic plan that was defined in 2008, which focuses on providing commercial and professional services to our clients based on 3 main principles:

- 1) Providing strategic assistance to help our clients in achieving their objectives with the improvement of their performance;
- 2) Positioning ODESIA's interventions at organization's high level management;
- 3) A commitment from ODESIA to their customers aiming at a long term business relationship".

### About ODESIA

ODESIA is an international corporation specialized in BI solutions, decision processes and data warehousing for large corporations. The management team at ODESIA has extensive knowledge and experience in leading the execution of BI processes in large enterprises. The team of some 200 professionals offers a high level of service and specialization. The company's goal is to provide customers a complete solution, no matter the technical challenge. For more information, visit us at [www.odesia.com](http://www.odesia.com).



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## Forward-looking statement

This press release contains forward-looking statements which reflect ODESIA's current expectations regarding future events. The forward-looking statements involve risks and uncertainties. Actual results could differ materially from those projected herein. Readers are cautioned against exaggerated confidence in any information of a prospective nature. ODESIA rejects any obligation to revise or update the forward-looking statements contained in this press release.

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

## For more information:

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