

**MTY FOOD GROUP INC.**  
8150 route Transcanadienne, Suite 200  
St-Laurent, Quebec, H4S 1M5

Montreal, November 29, 2016

TSX Trading Symbol: "MTY"

**NEWS RELEASE**

**MTY ENTERS INTO AN AGREEMENT TO ACQUIRE  
THE ASSETS OF LA DIPERIE**

Montreal, November 29, 2016 - MTY Food Group Inc. ("MTY" or the "Company") (TSX: MTY) announced today that it has signed an agreement to acquire 60% of the assets of La Duperie (www.laduperie.com) via a newly formed subsidiary.

La Duperie currently franchises five restaurants in Quebec and Ontario.

Stanley Ma, Chairman of the Board and Chief Executive Officer of MTY, said: "La Duperie is a young, trendy and dynamic ice cream dip concept. It represents a good addition to MTY's portfolio of brands and has great expansion potential for the future."

Sam Arif, President of La Duperie, added: "I am very enthusiastic to work with Stanley and the MTY family. I am also extremely confident that our partnership will propel La Duperie to new levels of success with an overwhelming demand for franchises in Canada and around the world. We share common goals and a vision for quality and value that together we will continue to grow while spreading the contagious happiness La Duperie brings to all its clients".

The transaction is expected to close within 10 days of this announcement and remains subject to multiple conditions, including standard regulatory approvals and other conditions customary for a transaction of this nature. There is no assurance the transaction will be completed as described above or at all, or that the anticipated closing date will materialize.

Following the transaction, La Duperie's team, including its founder Sam Arif, will move into MTY's offices in Ville St-Laurent, Qc.

Total consideration for MTY's interest in La Duperie is expected to be approximately \$0.9 million.

**About La Duperie**

Award-winning, voted #1 choice for best ice cream in Montreal by CTV news viewers, La Duperie is an exciting concept where ice cream treats and fine chocolates meet to create an extraordinary experience.

The increasing demand for high quality products by consumers is well aligned with La Duperie's dedication to quality and interest for products that are pure and tasty.

La Duperie has been serving Montreal, Coaticook and Toronto Markets an exponential number of combinations of flavors with over 30 chocolate dips and more than 15 exquisite toppings. It has recently added ice cream cakes and will soon offer its own line of chocolate pralines making it the preferred destination for ice cream and chocolate lovers.

**Forward looking information**

Certain information in this News Release constitutes "forward-looking" information that involves known and unknown risks, uncertainties, future expectations and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. When used in this News Release, this information may include words such as "anticipate", "estimate", "may", "will", "expect", "believe", "plan" or variations of such words and phrases, or by the use of words or phrases which state that certain actions, events or results may, could, would, or might occur or be achieved. In particular, this News Release contains forward-looking information regarding: the completion of the LA DIPERIE acquisition, the potential closing date of the LA DIPERIE acquisition and the potential impact of the LA DIPERIE acquisition on the Company's future operations; opportunities, growth and expansion; the suitability of the LA DIPERIE acquisition by the Company; the effect of the LA DIPERIE acquisition on LA DIPERIE stakeholders; the location of MTY's head office and where MTY's operations will be managed; the retention of LA DIPERIE's management team; the expected EBITDA, revenue, system sales and potential growth of the combined entity; potential future acquisition opportunities; and the continuing payment of dividends by the Company. This forward-looking information reflects current expectations and assumptions regarding future events and operating performance and speaks only as of the date of this News Release. These assumptions include, but are not limited to: currency exchange rates used to derive Canadian dollar

expectations; market acceptance of the LA DIPERIE acquisition; the satisfactory fulfilment of all of the conditions precedent to the LA DIPERIE acquisition; the receipt of all required approvals and consents including regulatory, TSX, shareholder and any other approvals; acceptable financing to complete the LA DIPERIE acquisition; future results of LA DIPERIE's business and operations meeting or exceeding historical results; the success of the integration of LA DIPERIE's operations and management team with the Company's operations and business; and market acceptance of potential future acquisitions by the Company. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Such risks and other factors may include, but are not limited to: currency exchange rates, general business, economic, competitive, political, capital market and social conditions and uncertainties; the intensity of competitive activity, and the resulting impact on our ability to attract customers' disposable income; our ability to secure advantageous locations and renew our existing leases at sustainable rates; the arrival of foreign concepts; our ability to attract new franchisees; changes in customer tastes, demographic trends and in the attractiveness of our concepts, traffic patterns, occupancy cost and occupancy level of malls and office towers; the level of consumer confidence and spending and the demand for, and prices of, our products; our ability to implement our strategies and plans in order to produce the expected benefits; events affecting the ability of third-party suppliers to provide to us essential products and services; labour availability and cost or the loss of key individuals; stock market volatility; operational constraints and the event of the occurrence of epidemics, pandemics and other health risks; delay or failure to receive board or regulatory approvals; changes in legislation affecting the Company. Expected EBITDA, revenue, system sales and growth could vary due to fluctuations in currency exchange rates.

A description of additional assumptions used to develop such forward-looking information and a description of additional risk factors that may cause actual results to differ materially from forward-looking information can be found in the disclosure documents on the SEDAR website at [www.sedar.com](http://www.sedar.com). Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Forward-looking information contained in this News Release is expressly qualified by this cautionary statement. Except as required by law, the Company assumes no obligation to update or revise forward-looking information to reflect new events or circumstances. Financial outlooks contained in this News Release were approved by management of the Company on November 29, 2016. The purpose of this information is to provide a potential financial outlook of the combined entity and this information may not be appropriate for other purposes. Additional information is available in the Company's Management Discussion and Analysis, which can be found on SEDAR at [www.sedar.com](http://www.sedar.com).

**On Behalf of the Board of Directors of  
MTY Food Group Inc.**

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Stanley Ma, Chairman, President & CEO

For more information please contact Eric Lefebvre, Chief Financial Officer at 1-514-336-8885 x 288 or by email at [ir@mtygroup.com](mailto:ir@mtygroup.com), or visit our website: [www.mtygroup.com](http://www.mtygroup.com) or SEDAR's website at [www.sedar.com](http://www.sedar.com) under the Company's name.