



MEDIACENTRAL

MEDIACENTRAL PARTNERS WITH IMD HEALTH GLOBAL PROVIDING READERS WITH EVEN GREATER ACCESS TO HEALTH INFORMATION

- *NOW Magazine and the Straight's readers provided with extensive library of clinical medical information aggregated and curated by iMD Health Global*
- *MediaCentral identifies digital health market as emerging trend and offers trusted resources in public service to its readers*
- *Agreement follows MediaCentral's alliance with Tia Health to provide MediaCentral's 6.5 million readers with access to medical doctors from the safety of their homes*

TORONTO, ON., June 4, 2020- [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announced that it has entered into a memorandum of understanding ("MOU") with [iMD Health Global](#) ("iMD") to provide readers of the Company's flagship publications [NOW Magazine](#) ("NOW") and the [Georgia Straight](#) ("the *Straight*") with free access to Canada's largest library of reliable, trusted, and up-to-date clinical health information. iMD is a global award-winning digital health company that seeks to create happier, healthier, and better-informed patients by equipping people with the information they need when and where they need it. iMD offers a robust digital library of health education resources and tools, including over 80,000 patient-friendly images, booklets, factsheets, and videos featuring vetted information from over 60 Canadian health associations, product manufacturers and the world renowned Mayo Clinic. The extensive materials cover more than 2,100 common medical ailments and procedures.

"We have discovered that over 83 per cent of adults in Canada use the internet to self-diagnose a symptom, but a mere 3 per cent of those search results were actually accurate. Because of this misinformation, 47 per cent of patients reported feeling anxious. Our mission is to provide patients with more comprehensive materials so they can get the accurate information they need," said Kevin Delano, President & CEO of iMD Health. "We are thrilled to partner with MediaCentral and to provide their influential and vast readership with access to our vetted and informed resources."

This latest foray follows MediaCentral's [April announcement](#) about the Company's affiliation with [Tia Health](#) to provide its readers free access to the telehealth service's vast network of remote physicians across Canada. With the internet playing an increasingly large role in health information access, MediaCentral has identified health as a leading content vertical that will contribute to the Company's audience growth strategy. Since acquiring NOW and the *Straight* the Company has significantly increased health coverage, especially following the onset of the global pandemic.

"With COVID-19 dramatically altering the global landscape and changing how consumers perceive their own personal health, we have pivoted to provide our readers with more informative health news and content. We are thrilled to now be able to offer our readers the opportunity to easily and accurately receive quality, clinical information about their potential ailments. iMD Health's vast resources and award-winning technology are a great complement to us" said Brian Kalish, CEO of MediaCentral. "As we move forward with iMD we will formulate an affiliate-based program for both parties and include it in our ever developing monetization plan. In the meantime, we are delighted to provide this service to our readers and are confident they will find the information both helpful and valuable."

[NOW](#) and the [Straight](#) will provide access to iMD's clinical healthcare information through portals on [nowtoronto.com](#) and [straight.com](#) respectively; and will promote the offering omnichannel through print, digital, social media and their email marketing applications.

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About Media Central Corporation Inc.

Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT) is an alternative media company situated to acquire and develop high-quality publishing assets starting with the recent acquisition of Vancouver Free Press Corp., the purchase of NOW Communications Inc. and the launch of digital cannabis platform CannCentral.com.

MediaCentral is consolidating and digitally monetizing the over 100 million coveted and premium consumers of the approximately 100 alternative urban publications across North America, creating the most powerful audience of influencers.

www.mediacentralcorp.com

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About iMD Health Global: iMD Health Global is a Toronto-based ehealth software development company, focused on innovating healthcare education. Since 2010, iMD has grown into Canada's largest digital patient engagement platform. iMD is a cloud-based platform, used to healthcare professionals during in person or virtual consults to engage with their patients at a deeper level and optimize knowledge transfer surrounding a patient's condition and treatment plan. iMD is also available to patients and consumers directly, through portals and integrations with other platforms giving broad access of trusted health resources to millions of Canadians. The iMD library provides over 80,000 images, booklets, and video resources, (covering 2,100 medical topics) into an award-winning user interface that makes patient education both efficient and effective. A summary of all the resources viewed can be emailed home for further review, improving health literacy. The iMD platform is utilized by doctors, nurses and pharmacists in clinics, hospitals, pharmacies, infusion clinics, homecare settings and virtual consults. For more information please visit: www.imdhealth.com and <https://app.imdhealth.com/>

About Vancouver Free Press Corp., Vancouver Free Press Corp., owns and operates Georgia Straight and straight.com. Established in 1967 as the news, lifestyle, and entertainment weekly in Vancouver, the Georgia Straight has been an integral part of the active urban West Coast lifestyle for over 50 years. Reaching over 56 million annual readers, every Thursday in print, and every day at straight.com, Georgia Straight delivers an award-winning editorial package of features, articles, and reviews. Regular coverage includes news, tech, arts, music, fashion, travel, health, cannabis, and food, plus Vancouver's most comprehensive listings of entertainment activities and special events. Vancouver Free Press Corp. is a wholly owned subsidiary of Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT).

www.straight.com

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About NOW Central Communications Inc.

NOW Central owns and operates NOW Magazine and nowtoronto.com. Since 1981 NOW has been Toronto's news and entertainment voice, published in print every Thursday, and daily at nowtoronto.com. Reaching over 25 million annual readers, NOW has been a leading publication, defining and pioneering the independent and alternative voice for more than 38 years. NOW Central Communications Inc. is a wholly owned subsidiary of Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT).

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CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

Certain information in this news release constitutes forward-looking statements under applicable securities laws. Any statements that are contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Forward looking statements are often identified by terms such as "may", "should", "anticipate", "expect", "potential", "believe", "intend" or the negative of these terms and similar expressions. Forward-looking statements in this news release may include, but are not limited to, statements

with respect to internal expectations, expectations with respect to estimated margins, cost structures, and cost structures in the media industry. Forward-looking statements necessarily involve known and unknown risks, including, without limitation, risks associated with general economic conditions; adverse industry events; marketing costs; loss of markets; future legislative and regulatory developments involving; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; the media industry generally, income tax and regulatory matters; the ability of MediaCentral to implement its business strategies; competition; currency and interest rate fluctuations and other risks.

Readers are cautioned that the foregoing list is not exhaustive and should carefully review the various risks and uncertainties identified in the Company's filings on SEDAR. Readers are further cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

The forward-looking statements included in this news release are made as of the date of this news release and the Company does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws.

Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.

SOURCE: Media Central Corporation Inc.

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