



MEDIACENTRAL

MEDIACENTRAL RE-INTRODUCES LUCRATIVE ADULT CLASSIFIEDS CATEGORY

Adult category relaunch forecasted to generate annual sales of over \$2,000,000

- *MediaCentral commits to increase its support for sex workers leveraging advertising and editorial opportunities surrounding sex positivity*

TORONTO, ON., August 25, 2020- [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announced that its wholly owned Toronto-based media brand [NOW Magazine](#) has joined its sibling publication, Vancouver's [Georgia Straight](#) ("the *Straight*") in re-launching the sale of adult classifieds. The highly lucrative category is forecasted to add significant revenue growth to the Company with an expected combined annual revenue of over \$2,000,000.

"Prior to eliminating adult advertising, NOW generated strong sales from its Adult Classifieds Category. The *Straight* has continued to offer adult advertising over the years, but the category was temporarily suspended during the height of COVID," said CEO Brian Kalish. "Now that the two respective cities have begun reopening, we expect this re-launch to drive strong sales numbers alongside our newly revamped and fully integrated sales platforms. Our decision to bring back the classifieds is part of our strategic path to creating sustainable, profitable publications."

In addition to the adult classifieds, both publications will continue to use their award-winning editorial platforms to highlight and share stories around sex positivity, adult entertainment, and the rights of sex workers. NOW continues to share trending stories and features through its [LOVE & SEX](#) category and readers of both NOW and the *Straight* enjoy sagely advice via the popular syndicated column [Savage Love](#) by Dan Savage.

"NOW has always supported diverse sexual choice, the LGBTQ+ community and the rights of sex workers," said Kevin Ritchie, Editor of NOW Magazine. "In 2018, we stopped offering classifieds in the adult entertainment category because of stifling provincial legislation. This year, Ontario Justice Thomas McKay struck down the ban on advertising sexual services, again allowing sex workers a right to promote their services. This development further reinforces our ability to provide a voice to those living alternative lifestyles and who have a right to the freedom of expression."

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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 Publishing Corp., the purchase of NOW Communications Inc. and the launch of digital cannabis platform CannCentral.com and esports destination ECentralSports.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

Instagram: [@mediacentralcorp](#)

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Facebook: [Media Central Corp.](#)

About Vancouver Free Press Publishing Corp., Vancouver Free Press Publishing 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

Instagram: @georgiastraight

Twitter: @georgiastraight

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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).

www.nowtoronto.com

Instagram: @nowtoronto

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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 Media Central 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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