



MEDIACENTRAL

MEDIACENTRAL DELIVERS SUBSTANTIAL REVENUE GROWTH FROM ENHANCED PROGRAMMATIC ADVERTISING EFFORTS

Company surpasses 2019 annual programmatic revenue in five months by introducing new digital strategies and technologies to its flagship publications

- *Proprietary marketing technology automating the capture of behavioral data to improve user experience, increase traffic and enhance advertiser solutions drives increased programmatic revenue*
- *Annual programmatic revenue grows by 191%¹*
- *From April 2020 to August 2020 the Company produced more programmatic advertising sales than the entire previous year²*
- *Average monthly revenue from last five months is 372% higher than the previous five months³*

TORONTO, ON., September 17, 2020 - [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announced impressive revenue growth from aggregated programmatic advertising across the Company's flagship publications [NOW Magazine](#) ("NOW") and the [Georgia Straight](#) ("Straight"). Year-over-year the Company has seen its annual programmatic revenue rise by 191%¹.

Since acquiring NOW in November 2019, and the *Straight* in February 2020, the Company has been focused on implementing digital strategies to modernize and transform both publications into sustainable, profitable media brands. In spring 2020, the Company introduced key updates including expanding its ad inventory to incorporate more diverse display and programmatic formats and leveraging proprietary marketing technology to automate the capture of behavioral data, improving user experience and increasing overall traffic.

As a result, the Company has generated more programmatic advertising revenue over the last five months than the publications captured in the entire previous year. Additionally, the average monthly revenue from April 2020 to August 2020 is 372% higher than the previous five month average from November 2019 to March 2020.

"The strategic updates we made in early spring to innovate our brand's use of data and other technologies has directly impacted the effectiveness of our platforms in providing advertising solutions for our partners. At the same time, we are leveraging this data to better serve our audience with relevant content that relates to them. It's a win-win situation," said Brian Kalish, CEO of MediaCentral. "With this latest growth we are well on the way towards our goal of creating healthy profitable media brands driven by digital advertising revenues."

In addition to the programmatic advertising initiative, MediaCentral continues to make additional digital revenue from [affiliate marketing](#) through its various partnerships announced earlier this year.

"Brands are increasingly moving to investing their dollars in digital as the primary means to reach their customer and are looking to new formats and technologies to do so in a meaningful way. MediaCentral has an attractive and influential audience of 6.5 million Canadians. We are committed to continuing to transform our channels, providing companies and brands with innovative ways to connect to our highly engaged readers. We strongly believe that the future of our media properties is connected to our ability to pivot to a digital-first monetization strategy."

In the May 2020 Internet Advertising Revenue Report released by the iAB, it states that despite a reduction in spending brought on by the global challenges from COVID-19 digital advertising revenues continue to flourish. In Q1 2020 revenues in the United States grew to \$31.4 billion, at a 12.0% increase from the prior Q1 period. The report also shares that Programmatic ad revenues in the U.S. reached \$57 billion in 2019, a \$9.8 billion

increase from 2018.⁴ Globally programmatic marketing is on the rise with the market expected to reach \$147B by 2021.

Sources:

1. Google Ad Manager, MediaCentral: Sep 2018 - Aug 2019 compared to September 2019 – August 2020.
2. Google Ad Manager, MediaCentral: April 2020 – August 2020 compared to November 2019 – March 2020.
3. Google Ad Manager, MediaCentral: April - August 2020) compared to November 2019 – March 2020.
4. [iAB internet advertising revenue report 2020](#)
5. [Statista.com](#)

-END-

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 and ESports outlet 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](#)

Twitter: [@mediacentralc](#)

Facebook: [Media Central Corp.](#)

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

Instagram: [@georgiastraight](#)

Twitter: [@georgiastraight](#)

Facebook: [@georgiastraight](#)

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](#)

Twitter: [@nowtoronto](#)

Facebook: facebook.com/nowmagazine

About CannCentral Inc.

With unique daily content appealing to both new and experienced cannabis consumers, Canncentral is poised to become the leading digital publisher for all things cannabis. Presenting authentic news and lifestyle content through a verified lens, Canncentral is emerging as an industry leading authority on knowledge, product and insight for cannabis enthusiasts, patients and investors around the world. Canncentral Inc. is a wholly owned subsidiary of Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT).

About ECentralSports

ECentralSports is a dynamic digital destination for eSports fans in search of the latest in news, competitive gaming coverage, analysis, events, lifestyle features and gaming culture. With a strong focus on covering cultural, artistic, and social subjects from deep within the esports world, ECentral provides the ultimate insider guide to the industry. ECentralSports is a wholly owned subsidiary of Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT).

<https://ecentralsports.com/>

Instagram: [@ecentralsports](#)

Twitter: [@ecentralsports](#)

Facebook: [@ecentralsports](#)

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.

For further information:

Investor Relations:

Investors@mediacentralcorp.com

Media:

Faulhaber Communications, Lexi Pathak, media@mediacentralcorp.com



www.mediacentralcorp.com