



MEDIACENTRAL

MEDIACENTRAL ENTERS INTO AFFILIATE PARTNERSHIP WITH SPREADS CANADA'S PREMIER ONLINE SPORTS AND CASINO GAMING ORGANIZATION

Company taps into growing online betting and gaming industry with latest affiliate marketing partnership as it continues to identify and source new digital streams of revenue

- *New partnership with Spreads expands MediaCentral's successful affiliate marketing program*
- *Existing affiliate program continues to drive new digital revenue and is accelerating at a rate of 18 per cent month-over-month*
- *Partnership with Spreads leverages ECentralSports and capitalizes on Canada's growing online gaming market, estimated at \$31 billion in gross revenue annually¹*
- *Affiliate marketing continues to exponentially grow with the industry estimated at \$12 billion dollars globally in 2017²*

TORONTO, ON., September 24, 2020 - [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announced that it has entered into an affiliate partnership with Canada's premier online sports betting and casino gambling site [Spreads](#). The partnership will be featured on the digital platforms of MediaCentral's flagship publications [NOW Magazine](#) ("NOW") and the [Georgia Straight](#) ("Straight") and the Company's specialised esports and egaming site [ECentralSports.com](#) (Ecentral"). Each platform will produce engaging sponsored content that will drive affiliate sales to Spread's website via in-text links, banner ads and emails.

In 2019, it was reported that the Canadian online gaming industry generated an estimated \$31 billion in gross revenue per year ([Casinoreports.ca](#))¹. With COVID-19 changing consumer behaviours and driving consumers to source online entertainment, more Canadians are engaging with online gambling. [Retail Insider](#) reported in May 2020 that land-based casinos are losing their customers to the online market, mainly due to the convenience of the online platforms³. MediaCentral noticed the trend in the online gaming and betting market and recognized the opportunity to connect its readers to Spreads.

This latest affiliate marketing partnership will support MediaCentral's strategy of digitally monetizing its existing platforms to create sustainable, profitable media brands. According to [Hostingtribunal.com](#), the affiliate marketing sector was worth \$12 billion dollars globally in 2017 and is one of the largest sources of online ecommerce income². MediaCentral acknowledges the potential of affiliate marketing and has been curating a selection of well thought out partnerships that aligns with the interests of their vast 6.5 million audience. Announced earlier this year, MediaCentral has engaged in affiliate agreements with [Tia Health](#), [iMD Health](#), and [Wineonline.ca](#). As a result, the Company has experienced continued 18 per cent month-over-month growth of affiliate generated revenue, with the partnerships presenting the unique opportunity to accrue increased passive income over time.

"Affiliate marketing continues to fast track in 2020 and we are capitalizing on these opportunities while ensuring that quality, informing and entertaining content is maintained for our audience," said Brian Kalish, CEO of MediaCentral. "From day one our strategy has been to digitize and monetize our traditional and established legacy publications to ensure their continued future. Affiliate marketing is one tactic we are employing that allows us to drive revenue while striking the delicate balance between not only guaranteeing the publications stay true to their ethos and report on what their loyal readers have grown to love, but also ensuring the brands are profitable."

MediaCentral and its subsidiaries remain committed to providing its engaged audience of 6.5 million with up to the minute reporting on local news, arts, entertainment, and cultural coverage from an editorial perspective.

MediaCentral carefully selects its partners ensuring principles align and that its readers will gain value from the promotion. All sponsored content is marked as such and upholds to the highest level of journalistic integrity.

Sources:

1. Casinoreports.ca
2. Hostingtribunal.com
3. Retail-Insider.com

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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 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

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Twitter: [@mediacentralc](https://twitter.com/mediacentralc)

Facebook: [Media Central Corp.](https://www.facebook.com/MediaCentralCorp)

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/>

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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).

www.nowtoronto.com

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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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