



MEDIACENTRAL

**MEDIACENTRAL AND IMD HEALTH GLOBAL EXPAND PARTNERSHIP TO CREATE ELEVATED
BRANDED CONTENT FOCUSED ON THE HEALTH AND WELLNESS INDUSTRY**

*New partnership will provide readers with informative, reliable, and trusted health
information presented in an engaging format*

- *New co-branded MediaCentral and iMD Health spaces for branded health content will appear on NOW, the Georgia Straight and Canncentral.com*
- *Expanded branded content program will provide new operational income to drive user experience improvements across all platforms*

TORONTO, ON., October 20, 2020- [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announced that it has expanded its existing partnership with [iMD Health Global](#) ("iMD") to provide readers of the Company's publications [NOW Magazine](#) ("NOW"), the [Georgia Straight](#) ("the Straight") and [Canncentral.com](#) ("Canncentral") with informative, reliable and up-to-date health information. The new branded content partnership will provide an additional source of revenue for the Company as it continues to grow its affiliate and branded content derived revenue sources.

According to HubSpot, 70 per cent of marketers are actively investing in content marketing¹ with 56 per cent of businesses reporting that they want to increase their spending in this sector². Effective October 8, 2020, new co-branded spaces in partnership with iMD appeared on [NOW](#), and will soon be implemented on the *Straight* and *Canncentral* platforms. These spaces will provide health brands the opportunity to offer expert insights into the latest health and wellness issues through intelligent and well-executed branded content. The revenue from brand partners will provide the Company with the resources to leverage more elaborate production techniques, secure high-profile contributors and be more prolific, ultimately benefiting the reader.

"We recognize that we have a responsibility to be transparent with the public about editorial versus branded content, and we are committed to upholding that through the appropriate labeling of each piece of content," said Brian Kalish, CEO of MediaCentral. "However, we are also determined to re-think and re-shape what branded content is. Our mission is to push the bar to deliver higher-quality, balanced, educational pieces that disembark significantly from the agenda-heavy advertorials of the past. We want to give our audience access to a wide variety of the best health content available from true experts in the field while providing brands with an opportunity to connect to our niche, influential and vast audience."

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. iMD will tap into its extensive database to drive partnerships to this new offering.

"The MediaCentral team continue to innovate and we are thrilled to work with them on this new initiative," said Kevin Delano, President & CEO of iMD Health. "Connecting our expertise and deep relationships within the healthcare sector to MediaCentral's strong and engaged audience is a smart and sustainable way to drive revenue growth for both businesses."

While MediaCentral continues to introduce alternative ways to monetize and sustain its media brands through new models of advertising, ecommerce, affiliate partnerships and branded content partnerships, the Company remains committed to providing its 6.5 million audience with up to the minute reporting on local news, alternative perspectives, entertainment and cultural coverage from an editorial perspective.

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Sources:

1. [HubSpot](#)
2. [Siege Media](#)

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).

www.nowtoronto.com

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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).

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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