

MINDCURE Announces Partnership with Speak Ai to Enhance iSTRYM, the Company's Psychedelic Digital Therapeutics Technology Platform

Utilizing Speak Ai's technology, iSTRYM will provide Ai-driven intelligence to help therapists identify the most efficient and efficacious outcomes for patients of psychedelic assisted psychotherapy

VANCOUVER, BC, Apr. 13, 2021 - Mind Cure Health Inc. (CSE: MCUR) (OTCQB: MCURF) (FRA: 6MH) ("**MINDCURE**" or the "**Company**") a leader in advanced proprietary technology for psychedelic therapy, is pleased to announce that it has entered into a partnership with Speak Ai Inc. ("**Speak Ai**"). The Canadian-based technology company helps individuals and organizations analyze media, language, and metadata to automatically generate valuable insights through machine learning. MINDCURE will be integrating the platform's capabilities into iSTRYM, and will also work with Speak Ai to develop proprietary, technology-based mental health solutions.

By combining audio, video, and text analysis with metadata in a single platform, Speak Ai has developed a comprehensive solution for generating personalized insights to improve research and personal wellbeing. Their technology has been honed over several years of development, research, and experience, and the organization has built a strong reputation within the psychedelic community.

"We are proud to partner with MINDCURE today to help build iSTRYM into a powerful solution for therapists and patients around the world," **said Tyler Bryden, Speak Ai Founder**. "I have had the privilege to witness the potential of psychedelic-assisted therapies in my own life and in the lives of amazing people around me who are healing from anxiety, depression, PTSD, traumatic brain injuries, and more."

This partnership will result in driving data for iSTRYM, taking unstructured data, and creating structure and metrics for the platform integration. Natural language processing with machine learning allows MINDCURE to drive insights for the therapist and patient. This information is often difficult to capture using traditional methods during the course of therapy.

"By developing solutions with empathy, we can improve the level of care to help people avoid, navigate through and recover from crises. We share the belief with MINDCURE that technology can play a major role in enabling these potentially life-changing and individual therapies to succeed at scale," **continued Bryden**.

"We are excited to work with Tyler and the team at Speak Ai because of their intimate knowledge of the value of technology in the therapeutic and integration process within psychedelics and the traditional therapeutic model," **said MINDCURE CEO and President Kelsey Ramsden**. "We will be building custom integrations with Speak Ai for the iSTRYM platform that allow us to marry sentiment with biometric data, location, weather, and a variety of other variables to help optimize our integration protocols and provide individuals with quantified care at scale globally, all with the stated goal of advancing Mental Wealth, rooted in data."

About Speak Ai Inc.

[Speak Ai](#) is a technology company harnessing the power of AI to help individuals and organizations transform their media into incredible assets for growth. By combining audio, video, and text analysis with metadata in a single platform, the Speak Ai team has developed a comprehensive solution for generating personalized insights that improves research and wellbeing.

Speak Ai works with well-established organizations like the London Health Sciences Centre and Ryerson University to improve recording systems, create transcripts, analyze audio and video quicker and less expensively, and provide an interactive media interface to easily navigate through long recordings. One of the researchers from LHSC said: “This is a complete paradigm shift for how we do research.”

About Mind Cure Health (MINDCURE) Inc.

MINDCURE exists as a response to the current mental health crisis and urgent calls for effective treatments. MINDCURE believes in the need to reinvent the mental health care model for patients and practitioners to allow psychedelics to advance into common and accepted care.

MINDCURE is focused on identifying and developing pathways and products that ease suffering, increase productivity, and enhance mental health. MINDCURE is interested in exploring diverse therapeutic areas beyond psychiatry, including digital therapeutics, neuro-supports, and psychedelics, all to improve mental health.

On Behalf of the Board of Directors
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Forward-Looking Information

Certain statements in this news release may constitute “forward-looking information” within the meaning of applicable securities laws (also known as forward-looking statements). Forward-looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “feel”, “intend”, “may”, “plan”, “predict”, “project”, “subject to”, “will”, “would”, and similar terms and phrases, including references to assumptions. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect to: Speak Ai developing proprietary mental health technology-based solutions for MINDCURE; iSTRYM becoming a must-have solution for therapists and patients around the world; this partnership driving data for iSTRYM; MINDCURE significantly improving the level of care, help people avoid and recover from crises and enable them to reach their fullest potential; and MINDCURE advancing Mental Wealth, rooted in data.

Forward-looking information is based on a number of key expectations and assumptions made by MINDCURE, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and MINDCURE's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect MINDCURE's business; there will be a demand for MINDCURE's products in the future; no unanticipated expenses or costs arise; MINDCURE will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; that the functional mushroom industry will continue to grow; Speak Ai will develop proprietary mental health technology-based solutions for MINDCURE; iSTRYM will become a must-have solution for therapists and patients around the world; and MINDCURE will be able to operate its business as planned. Although the forward-looking information contained in this news release is based upon what MINDCURE believes to be reasonable assumptions, it cannot assure investors that actual results will be consistent with such information.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the impacts of the COVID-19 pandemic on the Canadian economy, MINDCURE's industry and MINDCURE's business, which may negatively impact, and may continue to negatively impact, MINDCURE and may materially adversely affect MINDCURE's investments, results of operations, financial condition, and MINDCURE's ability to obtain additional equity or debt financing, and satisfy its financial obligations; general economic conditions; future growth potential; competition for mental health and wellness investments; Speak Ai may not develop proprietary mental health technology-based solutions for MINDCURE; iSTRYM may not become a must-have solution for therapists and patients around the world; and changes in legislation or regulations. Management believes that the expectations reflected in the forward-looking information contained herein are based upon reasonable assumptions and information currently available; however, management can give no assurance that actual results will be consistent with such forward-looking information. Additional information on the risk factors that could affect MINDCURE can be found under "Risk Factors" in MINDCURE's final prospectus which is available on SEDAR at www.sedar.com.

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to MINDCURE. The forward-looking information is stated as of the date of this news release and MINDCURE assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

The CSE has neither approved nor disapproved the contents of this press release and the CSE does not accept responsibility for the adequacy or accuracy of this release.

SOURCE Mind Cure Health Inc.

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