

# **EMPOWER CLINICS PARTNERS WITH LEADING U.S. DIGITAL MARKETING AGENCY TO LAUNCH DIRECT-TO-CONSUMER E-COMMERCE SOLUTIONS**

## **Snow Agency recognized as #1 U.S. digital marketing agency**

**VANCOUVER BC: April 8, 2021 – EMPOWER CLINICS INC. (CBDT: CSE) (8EC: Frankfurt) (EPWCF: OTCQB)** (“Empower” or the “Company”) an integrated healthcare company - serving patients through medical centers, telemedicine platforms and a high complexity medical diagnostics laboratory processing thousands of COVID-19 specimens – today announced a partnership with Snow Agency to launch its direct-to-consumer (DTC) e-commerce solutions.

The Snow Agency is a performance digital marketing and creative agency whose customized brand strategies and content production maximize the impact of direct response ads and creatives on Facebook/Instagram, Google/YouTube, Snapchat, and Email/SMS. To date, they’ve brought in more than \$250 million USD in sales for their clients. The Snow Agency has been recognized on Yahoo! Finance ranked as the #1 US Digital Marketing Agency & Digital Agency in January 2021 by Design Rush, a top B2B marketplace connecting brands with agencies.

The collaboration will allow Empower patients, existing and prospective, to benefit from an accessible, seamless and educative experience when purchasing at-home diagnostics test kits. Today patients can purchase at-home COVID-19 saliva test kits by phone or email at [www.kaitests.com](http://www.kaitests.com).

“Empower is committed to make our solutions as convenient as possible to all patients in North America. A DTC e-commerce solution is a key part of that solution.” said Steven McAuley, Chairman & CEO of Empower. “I am privileged to now count Snow Agency as a partner in our journey to deliver at-home testing solutions and empower patients to take control of their own health data. Even with vaccines, ongoing testing is desperately needed because more testing, along with mask-wearing and physical distancing, will get people back into offices, planes and classrooms and help catch cases that go undetected”.

“This partnership is really making a positive difference in people’s lives. We know that we can reach millions of consumers with success for brands. We see our partnership with Empower as our contribution from Snow Agency to help reopen the economy, allow people to travel with confidence and getting back to normal life.” said Dan Snow, CEO and Co-founder of Snow Agency.

“As a trained physician and a digital marketing entrepreneur, I fully believe in Empower’s at-home diagnostic testing solutions especially its integrated laboratory services at Kai Medical. It’s the time now to digitally transform healthcare, focus on accessibility and convenience for patients and save valuable time and money on stretched public health services. People will need to get tested regularly so we can all get back to normal” said Dr. Jonathan Snow, COO and Co-founder of Snow Agency.

This press release is available on the Empower Clinics Verified Forum on AGORACOM for shareholder discussion, questions and engagement with management <https://agoracom.com/ir/EmpowerClinics>

## **ABOUT EMPOWER:**

Empower is an integrated healthcare company that provides body and mind wellness for patients through its clinics, with digital and telemedicine care, and world-class medical diagnostics laboratories. Supported by an experienced leadership team, Empower is aggressively growing its clinical and digital presence across North America. Our Health & Wellness and Diagnostics & Technology business units are positioned to positively impact the integrated health of our patients, while simultaneously providing long term value for our shareholders.

## **ON BEHALF OF THE BOARD OF DIRECTORS:**

Steven McAuley  
Chief Executive Officer

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### *DISCLAIMER FOR FORWARD-LOOKING STATEMENTS*

*This news release contains certain "forward-looking statements" or "forward-looking information" (collectively "forward looking statements") within the meaning of applicable Canadian securities laws. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Forward-looking statements can frequently be identified by words such as "plans", "continues", "expects", "projects", "intends", "believes", "anticipates", "estimates", "may", "will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. Forward-looking statements in this news release include, but are not limited to, statements regarding: the expected benefits to the Company and its shareholders as a result of the acquisition of Kai Medical Laboratory; the transaction terms; the expected number of clinics and patients following the closing; the future potential success of Kai Medical Laboratory, Sun Valley's franchise model; launch of new healthcare centers and the occurrence thereof; that the Company can bring healthcare to millions of Canadians; that new healthcare services can be added and that the Company will be positioned to be a market-leading service provider for complex patient requirements in 2020 and beyond. Such statements are only projections, are based on assumptions known to management at this time, and are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from*

*those contained in the forward-looking statements, including: that Kai Medical Laboratory will successfully win any US Government RFP; that the MedX Health pilot program will be successful; that Empower will place the MedX Health teledermatology product in health centers in North America; that the Company's products may not work as expected; that the Company may not be able to expand COVID-19 testing; that legislative changes may have an adverse effect on the Company's business and product development; that the Company may not be able to obtain adequate financing to pursue its business plan; that the Company will be able to commence and/or complete build-outs and tenants improvements for Canadian clinics or Kai Medical Laboratory expansion in 2Q 2021; that general business, economic, competitive, political and social uncertainties; failure to obtain any necessary approvals in connection with the proposed transaction; and other factors beyond the Company's control. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. Readers are cautioned not to place undue reliance on the forward-looking statements in this release, which are qualified in their entirety by these cautionary statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements in this release, whether as a result of new information, future events or otherwise, except as expressly required by applicable laws.*