



**MEDIACENTRAL**

## STRATEGIC INTEGRATION DRIVES READERSHIP AND SUBSCRIBER GROWTH AT MEDIACENTRAL

*Publishing House continues to introduce digital strategies to build profitable sustainable media brands*

- *MediaCentral's CannCentral and ECentralSports acquired an average increase of 32.25 per cent in referral readers and 11 per cent more email subscribers from Straight.com*

**TORONTO, ON., August 11, 2020-** [Media Central Corporation Inc. \(CSE: FLYY, FSE: 3AT\)](#) ("MediaCentral" or the "Company") today announces that two of its outlets, [CannCentral](#) and [ECentralSports](#) ("ECentral") have now become fully integrated into MediaCentral's west coast urban Vancouver publication, [Georgia Straight](#) ("*Straight*"). The integration of the three websites allows the established and loyal *Straight* reader to indulge in trending ESport and cannabis content.

Following the integration of the publications, MediaCentral saw an increase of 16 per cent referral readers from the *Straight* to CannCentral while ECentral saw a 48.5 per cent increase. Additionally, there was an 11 per cent increase in email subscribers. Both CannCentral and ECentral have seen an increase in users from the United States. CannCentral has 21.99 per cent Canadian users and 64.92 per cent American, with ECentral reporting 50.60 per cent Canadian and 35.89 per cent American.

[Announced in May 2020](#), MediaCentral began an automated marketing platform that unified MediaCentral's diverse publications and targeted its 6.5 million audience. As a result, an almost 400 per cent month over month increase in programmatic ad revenue for NOW Magazine ("NOW") and the *Straight* in April 2020 was realized. ECentral and CannCentral have now been integrated into the unified marketing automation platform in a strategic effort to continue to monetize MediaCentral's substantial audience.

"Our goal at MediaCentral is to continue to serve our community of 6.5 million readers across Canada, while progressing efforts to grow readership and implement smart digital tactics that grow profitability," said Anton Tikhomirov Senior Vice President, Technology and Architecture of MediaCentral. "The integration of CannCentral and ECentral's top articles into the *Straight* was a strategic decision we made to leverage the strong audience of the *Straight* and display what our niche outlets were covering. Based on our research and data, we knew that our readers would be interested in cannabis and ESports content. The integration also served as a tactical way to expand our content across various channels, leaning into MediaCentral's omnichannel approach."

CannCentral and ECentralSports will continue to deliver the latest updates on trending, relevant and authentic news from their award-winning editorial teams, with additional pickup from the *Straight*.

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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](http://www.mediacentralcorp.com)

Instagram: [@mediacentralcorp](https://www.instagram.com/mediacentralcorp)

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

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

#### **About Vancouver Free Press Corp.,**

Vancouver Free Press Corp., owns and operates Georgia Straight and [straight.com](http://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](http://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](http://www.straight.com)

Instagram: [@georgiastraight](https://www.instagram.com/georgiastraight)

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

Facebook: [@georgiastraight](https://www.facebook.com/georgiastraight)

#### **About NOW Central Communications Inc.**

NOW Central owns and operates NOW Magazine and [nowtoronto.com](http://nowtoronto.com). Since 1981 NOW has been Toronto's news and entertainment voice, published in print every Thursday, and daily at [nowtoronto.com](http://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](http://www.nowtoronto.com)

Instagram: [@nowtoronto](https://www.instagram.com/nowtoronto)

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

Facebook: [facebook.com/nowmagazine](https://www.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](https://www.instagram.com/ecentralsports)

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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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