



**MEDIACENTRAL**

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**MEDIA CENTRAL ANNOUNCES SHARE ISSUANCES**

**Toronto, Ontario, July 15, 2021 – Media Central Corporation Inc. ("MCC" or the "Company")** (CSE: FLYY) announces that it has issued an aggregate of 14,687,500 common shares of the Company at a deemed price of \$0.016 per share to certain service providers in full satisfaction of amounts owing for past services in the aggregate amount of \$235,000. Insiders of MCC received an aggregate of 1,562,500 common shares in connection with the issuance. All securities issued are subject to a statutory hold period expiring on November 16, 2021.

**- END -**

**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.

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

Instagram: @mediacentralcorp

Twitter: @mediacentralc

Facebook: Media Central Corp.

**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. The Straight's print edition is published weekly on Thursdays and daily on-line at [www.straight.com](http://www.straight.com). The 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

Twitter: @georgiastraight

Facebook: @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). 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

Twitter: @nowtoronto

Facebook: [facebook.com/nowmagazine](https://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. 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. ECentralSports is a wholly owned subsidiary of Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT).

<https://ecentralsports.com/>

Instagram: @ecentralsports

Twitter: @ecentralsports

Facebook: @ecentralsports

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

**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 and expectations with respect to the focus of the new media Platform and its content. 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 and the Creator Companies to implement their respective 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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