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HeyBryan Announces Shares Issuances and Debt Conversions

May 26, 2020 – Vancouver, BC: HeyBryan Media Inc. (CSE:HEY) (OTCQB:HEYBF) (“HeyBryan” or the “Company”), the creator of the HeyBryan app that connects home-maintenance Experts to homeowners for help with small tasks around the home, announces that it has issued various units pursuant to the original purchase contract between the Company and the vendors of two companies which originally held the Company’s technology and intellectual property (the **“Acquisition”**). HeyBryan has also completed certain debt-to-equity conversions to settle certain indebtedness of the Company.

In connection with the Acquisition, the Company was required to pay additional consideration of \$200,000 cash and 1,600,000 units (the **“Consideration Units”**) if the Company was unable to list on a Canadian stock exchange within a specific timeframe following the completion of the Acquisition and the delivery of related financial information. The Company was listed in October 2019, which did not meet the deadline to avoid payment of the additional consideration. The Company issued 1,600,000 Consideration Units at a deemed price of \$0.50 per Unit, each Unit consisting of one common share of the Company (each, a **“Share”**), and one common share purchase warrant (each, a **“Consideration Warrant”**). Each Consideration Warrant is exercisable into one additional Share at a price of \$1.00 per Share until September 28, 2020. The vendors also agreed to accept the \$200,000 of additional cash consideration as units, and the Company has issued 4,000,000 units (the **“Additional Units”**) in satisfaction of this obligation. Each Additional Unit, issued at a deemed price of \$0.05 per Additional Unit, consists of one Share and one common share purchase warrant (each, a **“Additional Warrant”**). Each Additional Warrant is exercisable into one additional Share at a price of \$0.075 per Share until May 7, 2022.

The Company has also issued a total of 748,195 units (the **“Settlement Units”**) in connection with debt-to-equity conversions of existing indebtedness. Each Settlement Unit was issued at a deemed price of \$0.05 and consists of one Share and one common share purchase warrant (each, a **“Settlement Warrant”**). Each Settlement Warrant is exercisable into one additional Share at a price of \$0.075 per Share until May 7, 2020. The debt settlements were conducted with three arms-length service providers, and one former employee.

The securities issued under both financings, and the Shares that may be issuable on exercise of the Warrants, are subject to a statutory four-month and one-day hold period.

ON BEHALF OF HEYBRYAN MEDIA INC.

Lance Montgomery
CEO, President & Director

About HeyBryan Media Inc.:

HeyBryan Media is a crowdsourcing app offering a free seamless way for customers to connect with trusted and vetted Experts for everyday home-maintenance needs. Founded in 2018, the app is named after Canadian HGTV personality and one of the country's most trusted contractors, Bryan Baeumler. Payments are processed through the HeyBryan app, eliminating the need for any in-person money exchange. Every Expert is background checked and credit checked to ensure a safe and secure experience for consumers. Typical tasks booked include handyman services, cleaning, mounting and installation, furniture assembly, plumbing, painting, cleaning, lawn and yard maintenance, and more. HeyBryan accommodates busy schedules by allowing the independent workforce and consumers to communicate and work together.

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

Cautionary Statement Regarding Forward-Looking Statements

This press release includes forward-looking information and statements (collectively, "forward-looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, intellectual property protection, and sale of, and demand for, the HeyBryan App and the services offered thereby, the impact of the COVID-19 pandemic on demand for our services and our ability to access capital markets, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. HeyBryan cautions readers not to place undue reliance on forward-looking statements provided by HeyBryan, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and HeyBryan expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.

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