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Assure Holdings Corp. Names Alex Rasmussen as Executive Vice President of Operations

PARKER, Colo., Jan. 24, 2018 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the “**Company**” or “**Assure**”) (TSXV:IOM) (OTCQB:ARHH), a provider of intraoperative neuromonitoring services, has appointed Alex Rasmussen to the newly created position of executive vice president of operations, effective January 16, 2018.

In the newly created role, Rasmussen will oversee the Company’s staff of technologists and general operations, including the surgeon onboarding process in Assure’s expansion states. These include the previously announced state of Texas as well as states where Assure has completed the legal diligence, including Louisiana, California, Washington, Utah, and most recently Michigan.

Rasmussen will be working directly with both management and the Assure sales team to streamline the often time-consuming onboarding process. By significantly reducing the duration of time between the initial partnership commitment and actively monitoring cases, Assure will be able to monetize these new relationships more promptly. Furthermore, with sales pipelines maturing in multiple new regions, the efficient execution of all required processes post commitment are of significant importance and value to Assure.

Since 2011, Rasmussen served as senior vice president and territory director for UMB Financial Corporation (“**UMB**”), a multi-bank holding company offering complete banking and related financial services to commercial, institutional and personal customers nationwide.

Rasmussen led UMB’s financial centers and small business lending channels for its western territory, overseeing 30 financial center managers and over 300 associates with full profit and loss responsibility for the division. Given his financial experience, Rasmussen will also support Assure’s financial planning and analysis.

“Alex is a seasoned executive that has demonstrated his ability to lead technical and financial teams through periods of high growth,” said Preston Parsons, CEO of Assure. “He also brings strong proficiency in many areas of executive leadership, including finance, strategic planning and business development. With a multi-state footprint that is quickly growing, we recognized the need to relieve our sales team of elements of the post-commitment process and develop a more efficient path to monetization of these new partnerships. Alex’s appointment will allow our business development team to focus exclusively on securing new partnerships.”

Commenting on his new role, Rasmussen stated, “Assure’s turnkey platform is well-positioned to replicate its early success in Colorado. I look forward to leading this dynamic

team through strong market penetration as we execute our expansion plans. By implementing a strategic process that allows everyone within the Assure organization to focus on their core strengths and expertise, I'm confident that collectively we will be more effective, efficient, and successful as we evolve into a nationwide provider of IONM services."

Rasmussen earned his Executive Master of Business Administration and Bachelor of Business Administration from the University of Iowa.

Concurrent with his appointment, Rasmussen received 75,000 common stock options in accordance with the Company's stock option plan. The options granted to Rasmussen are exercisable at a price of CAD\$3.23, will vest 12 months from the date of grant and have an expiration date of 10 years from the date of grant.

About Assure Holdings

Assure Holdings Corp. is a Colorado-based company that works with neurosurgeons and orthopedic spine surgeons to provide a turnkey suite of services that support intraoperative neuromonitoring activities during invasive surgeries. Assure employs its own staff of technologists and uses its own state-of-the-art monitoring equipment, handles 100% of intraoperative neuromonitoring scheduling and setup, and bills for all technical services provided. While Assure focuses primarily on supporting spinal and vascular surgeries, plans are in place to support other classes of medicine that rely on the standard of care that intraoperative neuromonitoring provides. For more information, visit the company's website at assureIOM.com.

Forward-Looking Statements

This news release contains certain statements that may constitute forward-looking information under applicable securities laws. All statements, other than those of historical fact, which address activities, events, outcomes, results, developments, performance or achievements that Assure anticipates or expects may or will occur in the future (in whole or in part) should be considered forward-looking information. Such information may involve, but is not limited to, comments with respect to strategies, expectations, planned operations and future actions of the Company. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or variations (including negative variations) of such words and phrases, or statements formed in the future tense or indicating that certain actions, events or results "may", "could", "would", "might" or "will" (or other variations of the forgoing) be taken, occur, be achieved, or come to pass. Forward-looking information is based on currently available competitive, financial and economic data and operating plans, strategies or beliefs as of the date of this news release, but involve known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, performance or achievements of Assure to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors may be based on information currently available to Assure, including information obtained from third-party industry analysts and other third-party sources, and are based on management's current expectations or beliefs regarding future growth, results of operations, future capital (including the amount, nature and sources of funding thereof) and expenditures. Any and all forward-looking information contained in this

press release is expressly qualified by this cautionary statement.

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