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Assure Holdings Continues Expansion in Western Colorado

DENVER, Jan. 28, 2020 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the "**Company**" or "**Assure**") (TSXV: IOM; OTCQB: ARHH), a provider of intraoperative neuromonitoring services ("**IONM**"), has entered into an agreement with a five-surgeon group based in Western Colorado (the "**Agreement**"). Pursuant to the Agreement, Assure is providing IONM for two hospitals, one of which is the largest medical center between Denver, Colorado and Salt Lake City, Utah. Both hospitals serve residents in Western Colorado and Eastern Utah. Assure has already performed its first case with this surgeon group.

"The strong organic growth Assure generated in 2019 is continuing in 2020," said John A. Farlinger, Assure's executive chairman and CEO. "This agreement demonstrates the sizable market opportunity we are targeting to provide IONM services at rural hospitals and surgery centers, many of which are searching for new solutions, and committed to providing access, quality of care and reliable staffing at their facilities."

Farlinger added, "We leveraged our strong reputation, scale and significant presence in Colorado to add this new surgeon group relationship."

This five-surgeon group performs more than 400 cases per year. The substantial majority of its procedures are spine related.

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. Assure Neuromonitoring is recognized as providing the highest level of patient care in the industry and has earned the Joint Commission's Gold Seal of Approval®. For more information, visit the company's website at www.assureneuromonitoring.com.

Forward-Looking Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws, including, but not limited to, our continued organic growth in 2020, our expansion plans for our operations in 2020 and the Company's expansion into Western Colorado and Eastern Utah. Forward-looking statements may generally be identified by the use of the words "anticipates," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs of management and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These

risks and uncertainties include, but are not limited to, whether the Company's organic growth will continue, the expansion of the Company into Western Colorado and Eastern Utah, whether the five-surgeon group will continue to perform more than 400 cases per year and whether the Company will provide IONM on all the cases performed by the five-surgeon group, and risks and uncertainties discussed in our most recent annual and quarterly reports filed with the Canadian securities regulators and available on the Company's profile on SEDAR at www.sedar.com, which risks and uncertainties are incorporated herein by reference. Readers are cautioned not to place undue reliance on forward-looking statements. Except as required by law, Assure does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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