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Assure Holdings Continues Expansion in Texas with New Agreement in Greater Houston

DENVER, March 10, 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 surgeon group based in South Texas (the "**Agreement**"). Pursuant to the Agreement, Assure is providing IONM for one hospital serving residents in the Greater Houston area of Texas. Assure has already performed its first case with this surgeon group.

This agreement brings the total number of surgeons Assure is currently working with in Texas to 28 with more expected to be added to the platform soon.

"We are pleased to expand our presence in South Texas and are confident in our ability to take advantage of sizeable business development opportunities in Greater Houston, Dallas Ft. Worth and elsewhere in the state," said John A. Farlinger, Assure's executive chairman and CEO. "We believe additional scale within Texas will benefit the Company as we negotiate in-network insurance agreements. In addition, our expanded breadth helps Assure optimize the utilization of our technologists."

Farlinger added, "Assure leveraged its reputation for outstanding service to establish this new agreement."

This surgeon group performs more than 300 cases per year. The substantial majority of its procedures are spine-related although it also performs some neurosurgery cases.

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, the Company's strong reputation and surgeon referral network, and the Company's expansion into Texas. 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, whether the Company will continue to maintain a strong reputation and surgeon referral network, whether the expansion into Texas will be beneficial to the Company in negotiating in-network insurance agreements and optimizing the utilization of the Company's technologists, the expansion of the Company into Texas, whether the Company will be able to add more surgeons to its platform, whether the surgeon group will continue to perform more than 300 cases per year and whether the Company will provide IONM on all the cases performed by the 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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