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## Assure Holdings Appoints John Price as Vice President of Finance

DENVER, Dec. 07, 2020 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the "**Company**" or "**Assure**") (TSXV: IOM; OTCQB: ARHH), a provider of intraoperative neuromonitoring services ("**IONM**"), has appointed John Price to the newly created vice president of finance position.

Price will be a member of Assure's leadership team contributing to the overall management of financial, business and administrative functions. Among his immediate responsibilities will be filing a resale registration statement on Form S-1 and following that positioning for a potential uplisting to a major U.S. exchange.

"We continue to build a talented and entrepreneurial management team as Assure focuses on expanding our scale and operational footprint, driving improved collections and uplisting to a major U.S. exchange, and the addition of John as the vice president of finance is an integral piece of the puzzle," said John A. Farlinger, Assure's executive chairman and CEO. "John has deep financial and capital markets experience, as well as proficiency in compliance, reporting and mergers and acquisitions. In addition, John has directly led two separate S-1 filings. His ability to work in a diverse set of industries along with his fundamental operational expertise will allow him to quickly integrate with the dynamic strategy at our Company."

On his appointment, Price commented, "I could not be more excited to join Assure at this point in its evolution and look forward to working with the management team in building value for our shareholders and team members as we provide the best possible support for the surgeons we work with and the patients we serve."

With an emphasis on corporate strategy, acquisitions and integration and budgeting and forecasting, Price is also highly skilled and experienced in capital raise and debt financing, M&A, accounting operations, compliance, and system implementations. Price brings over 25 years of experience in accounting and finance across various industries to his position at Assure. His prior positions include serving as chief financial officer at Alliance MMA and MusclePharm and as vice president of finance at multiple companies, such as Opera Software, GCT Semiconductor and Tessera Technologies. Price spent the first seven years of his career at Ernst & Young.

Price earned a Bachelor of Science in Accounting from Pennsylvania State University.

Concurrent with his appointment, Price will receive 250,000 common stock options in accordance with the terms of the Company's existing stock option plan (the "**Options**"). The Options are subject to the approval of the TSX Venture Exchange and applicable hold periods.

## **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](http://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: comments with respect to strategies; expectations; planned operations; the expansion of the Company's operational footprint and scaling of its business; future actions of the Company; including but not limited to improving its collections, the filing of a registration statement on Form S-1 and uplisting to a major U.S. exchange and the expected effects of the appointment of Price and the TSX Venture Exchange's approval of the Options. 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, the Company's ability to continue to expand into other markets, the Company may not be able to scale its business, the Company may not file a registration statement on Form S-1, the Company may not uplist to a major U.S. exchange, the appointment of Price may not have the anticipated effects on the Company's business, the TSX Venture Exchange may not approve the grant of the Options, the uncertainty surrounding the spread of COVID-19 and the impact it will have on the Company's operations and economic activity in general and the 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](http://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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