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Assure Holdings Expands Operations With First Neuromonitoring Case in Arizona

Company Begins Providing Services in Eighth State

DENVER, June 01, 2020 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the “**Company**” or “**Assure**”) (TSXV: IOM; OTCQB: ARHH), a provider of intraoperative neuromonitoring services (**IONM**), is pleased to announce that it has performed its first neuromonitoring case in the state of Arizona. Pursuant to the Agreement, Assure is providing IONM services at one hospital in the Phoenix-area.

“Expanding to Arizona was a priority due to the valuable surgeon relationships we have developed locally and the state’s attractive demographics for IONM services. We expect to grow rapidly in Arizona as we have in other states the Company has added to our operational footprint,” said John A. Farlinger, Assure’s executive chairman and CEO. “While the COVID-19 pandemic had a substantial impact on Company operations in March and April, we saw a return to normal operations in May, and are eager to resume our investment plans.”

Farlinger added, “We utilized an introduction from a distributor channel partner to start the conversation with one doctor and a surgeon referral to kick off discussions with the other doctor. Over time, we have built strong relationships with these doctors by leveraging Assure’s respected reputation for providing industry-leading IONM services.”

Assure is now providing IONM services across eight states: Colorado, Texas, Louisiana, Utah, Pennsylvania, Michigan, South Carolina and Arizona. This growth has been propelled by the Company’s exceptional quality of service and unique clinical expertise. An additional driver is the growing demand for neuromonitoring services across numerous medical procedures.

Collectively the two surgeons that the Company is now working with in Arizona performed approximately 400 procedures in 2019. Currently, all of the procedures performed by these doctors 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 financing plans, the Offering and the details thereof, the proposed use of proceeds therefrom, and other expected effects of the Offering. 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 expansion into Arizona will be beneficial to the Company, whether the Company will continue to maintain a strong reputation in the IONM industry, whether the growing demand for neuromonitoring services across numerous medical procedures will continue in the states in which the Company operates and whether the Company will continue to provide IONM services in those states, whether the two surgeons will continue to perform approximately 400 cases per year and whether the Company will provide IONM on all the cases performed by the two surgeons, 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 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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