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Assure Holdings Performs First Neuromonitoring Case in Louisiana

Culicchia Neurological Clinic Marks Assure's Expansion into its Third State

PARKER, Colo., Jan. 30, 2018 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the "Company" or "Assure") (TSXV:IOM) (OTCQB:ARHH), a provider of intraoperative neuromonitoring (IONM) services, has performed its first neuromonitoring case in the state of Louisiana.

The new partner, Culicchia Neurological Clinic, comprises four surgeons that specialize in spine, neuro otology and cranial surgeries. Procedures are administered at three locations across the state and involve a wide array of disorders. Collectively, the Culicchia group performed over 1,000 surgeries in 2017.

Commenting on the new relationship, Culicchia surgeon, Dr. John Steck, said: "Neuromonitoring plays a vital role in making all of our surgical procedures safer. Naturally, we were interested in any platform that could deliver the most qualified technicians, while providing a turnkey back-office solution for our staff. In Assure, we have found that solution and look forward to this partnership as it allows us to place even more focus on the health and well-being of our patients."

Just last November, Assure branched out from its home state of Colorado and performed its first case in Texas. Louisiana represents the third state where surgeons have chosen to utilize the Assure platform. This rapid expansion has been driven, in part, by the recent hiring of Director of Business Development George Sims, who has more than 26 years of experience in the medical device industry and strong relationships in this region.

"We welcome Culicchia Neurological Clinic and their highly-qualified team of surgeons to Assure," said Preston Parsons, founder and chairman. "We look forward to servicing their team with excellence in what we believe will be a great state for our offering."

"The successful replication of the Assure platform in key target markets such as Louisiana further demonstrates our ability to execute outside of Colorado. The continued commercial acceptance in these new markets validates our thesis that Assure can effectively become a national provider of IONM services."

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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