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The Joint Corp. Acquires Two Regional Developer Territories

- Increases Margin Contribution to the Company –

SCOTTSDALE, Ariz., Jan. 05, 2021 (GLOBE NEWSWIRE) -- The Joint Corp. (NASDAQ: JYNT), a national operator, manager and franchisor of chiropractic clinics, acquired for \$2.4 million the regional developer (RD) territories in North Carolina and in Georgia, representing 69 franchised clinics and 37 signed franchise agreements for unopened clinics. The company also acquired a franchised clinic in Scottsdale, where The Joint is headquartered and has strong brand recognition, increasing the number of company-owned or managed clinics to 64 at December 31, 2020.

Peter D. Holt, President and Chief Executive Officer of The Joint Corp. said, "Our North Carolina and Georgia RD territories were well run and are now mature markets. When markets reach maturity, it is common for the franchisor to acquire RD rights back, which we did in these cases. The increased corporate expenses to support these territories will be more than offset by our reduction in RD sales commissions and royalty payments. The transactions will expand our margin contribution and be accretive immediately to the bottom line. Additionally, we have created the opportunity to open corporate greenfields in these markets. Meanwhile, we will continue to open franchised clinics as we grow brand recognition and enhance our financial profile."

At December 31, 2020, the North Carolina territory included 30 opened franchised clinics and 22 franchise licenses for unopened clinics, and the Georgia region included 39 opened franchised clinics and 15 additional franchise licenses.

Forward-Looking Statements

This press release contains statements about future events and expectations that constitute forward-looking statements. Forward-looking statements are based on our beliefs, assumptions and expectations of industry trends, our future financial and operating performance and our growth plans, taking into account the information currently available to us. These statements are not statements of historical fact. Forward-looking statements involve risks and uncertainties that may cause our actual results to differ materially from the expectations of future results we express or imply in any forward-looking statements, and you should not place undue reliance on such statements. Factors that could contribute to these differences include, but are not limited to, the continuing impact of the COVID-19 outbreak on the economy and our operations (including temporary clinic closures, shortened business hours and reduced patient demand), our failure to develop or acquire company-owned or managed clinics as rapidly as we intend, our failure to profitably operate company-owned or managed clinics, and the other factors described in "Risk Factors" in our Annual

Report on Form 10-K as filed with the SEC for the year ended December 31, 2019, as updated or revised for any material changes described in any subsequently-filed Quarterly Reports on Form 10-Q or other SEC filings. Words such as, "anticipates," "believes," "continues," "estimates," "expects," "goal," "objectives," "intends," "may," "opportunity," "plans," "potential," "near-term," "long-term," "projections," "assumptions," "projects," "guidance," "forecasts," "outlook," "target," "trends," "should," "could," "would," "will," and similar expressions are intended to identify such forward-looking statements. We qualify any forward-looking statements entirely by these cautionary factors. We assume no obligation to update or revise any forward-looking statements for any reason or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. Comparisons of results for current and any prior periods are not intended to express any future trends or indications of future performance, unless expressed as such, and should only be viewed as historical data.

About The Joint Corp. (NASDAQ: JYNT)

The Joint Corp. (NASDAQ: JYNT) revolutionized access to chiropractic care when it introduced its retail healthcare business model in 2010. Today, the company is making quality care convenient and affordable, while eliminating the need for insurance, for millions of patients seeking pain relief and ongoing wellness. With more than 550 locations nationwide and over seven million patient visits annually, The Joint is a key leader in the chiropractic industry. Named on Franchise Times "Top 200+ Franchises" and Entrepreneur's "Franchise 500[®]" lists, The Joint Chiropractic is an innovative force, where healthcare meets retail. For more information, visit www.thejoint.com. To learn about franchise opportunities, visit <https://thejointfranchise.com/>.

Business Structure

The Joint Corp. is a franchisor of clinics and an operator of clinics in certain states. In Arkansas, California, Colorado, District of Columbia, Florida, Illinois, Kansas, Kentucky, Maryland, Michigan, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Washington, West Virginia and Wyoming, The Joint Corp. and its franchisees provide management services to affiliated professional chiropractic practices.

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Source: The Joint Corp.