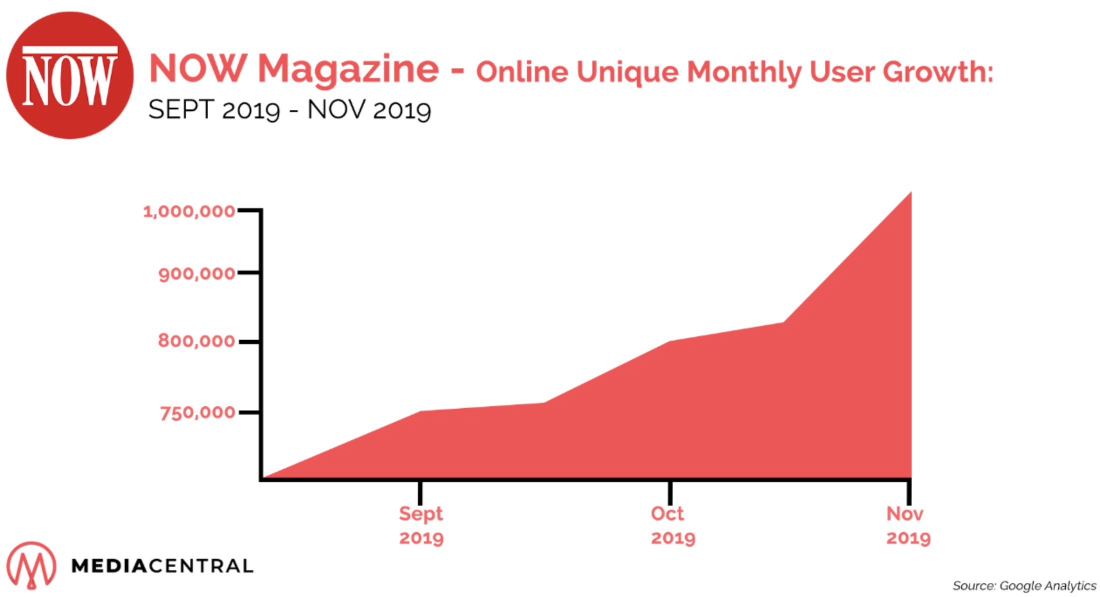
Nowtoronto.com Reports All-time High Readership Figures

Toronto's weekly news and entertainment voice hits record-breaking traffic

Toronto ON, December 11, 2019 /CNW/ - Media Central Corporation Inc. ("MediaCentral") (CSE:FLYY, FSE:3AT) is thrilled to release stellar performance statistics showcasing the growth of its wholly owned subsidiaries operating as NOW Magazine and nowtoronto.com ("NOW"). From September 2019 through to and including November 2019, nowtoronto.com hit record-breaking numbers, with **over a million unique users** accessing the much-loved site.

The directional growth, which has never been stronger, represents **a 6% increase in users from September to October with 816,330 total unique users** and a remarkable **25% increase from October to November with 1,093,700 unique users**.

Nowtoronto.com's traffic also boasted over **3.1 million page views**, with **2.7 million of these being unique** and nearly **2.3 million sessions** during the months of October and November 2019 combined, representing a **growth rate of 32%** from September 2019 to November 2019.



"Nowtoronto.com has been enjoying steady audience growth. The growth trend accelerated in October and November, reflecting record traffic months that contributed to a gain of **327,331 unique visitors since September.** The notable increase is attributable to engaging content across nowtoronto.com's platform and technical support relating to SEO execution," said **Kirk MacDonald, VP of Monetization at NOW.**

Last week, MediaCentral announced the acquisition of NOW Communications Inc., with intentions to preserve the legacy, integrity and magnitude of NOW's historic influence on the alternative weekly industry while guiding the media outlet into its next evolution.

"The continued growth, the loyal readership that NOW has built over 38 years is but one example of why MediaCentral grasped the opportunity to acquire and nurture this iconic publication. We are dedicated to both the staff and audience of NOW magazine on both its print and digital platforms. We will continue to provide best in class editorial coverage ensuring engaging social, cultural, political and environmental commentary. In the near future, MediaCentral also plans to expand content into other emerging industries which we know will appeal to our audience, and ultimately help strengthen our properties," said **Brian Kalish, CEO MediaCentral.**

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About NOW Central Communications Inc.

NOW Central owns and operates NOW Magazine and nowtoronto.com. NOW is Toronto's weekly news and entertainment voice, published every Thursday. Reaching over 25 million annual readers, NOW has been a leading weekly publication that has defined and pioneered the independent and alternative voice for more than 38 years.www.nowtoronto.com Instagram: @nowtoronto Twitter: NowToronto Facebook: Now Magazine

About MediaCentral

Media Central Corporation Inc. (CSE: FLYY, FSE: 3AT) is an independent and alternative media company that unifies those who choose to reinvent the status quo. By consolidating the currently fragmented independent and alternative media markets, MediaCentral will unite the influencers, tastemakers and culture leaders of the world and is strategically positioned to become a competitive global media publishing company serving the fastest-growing readership demographics. MediaCentral owns Canncentral.com, NOW Magazine and nowtoronto.com as wholly owned subsidiaries. www.mediacentralcorp.com Instagram: @mediacentralcorp Twitter: @mediacentralc Facebook: Media Central Corp.

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