

August 27, 2019

EYECARROT IS EXCITED TO PARTNER WITH VISION THERAPY CANADA FOLLOWING THEIR 2019 AGM & CONFERENCE

Vancouver, BC, August 27, 2019 – Eyecarrot Innovations Corp. (EYC: TSX-V) is excited to partner with Vision Therapy Canada (formerly the Canadian Optometrists in Vision Therapy and Rehabilitation (COVT&R)) in their fundraising efforts, having participated in the 2019 Vision Therapy Canada AGM & Conference in Vancouver, British Columbia, August 23rd to 25th 2019. We were proud to present Binovi to attendees and greatly enjoyed meeting with vision therapy professionals of all stripes.

As part of this year's event, Eyecarrot participated in the fundraising efforts undertaken by Vision Therapy Canada to benefit the Fretz Fund, a scholarship program in honor of Dr. Betty Fretz, a dedicated and cherished member of the Vision Therapy Canada family who sadly passed away in 2018. In her memory, Vision Therapy Canada has created "a scholarship fund open to Canadians who find themselves in need of vision therapy but have difficulty raising the funds to pay for it." It is our hope that through this generous fund, more patients in need will be able to undertake vision therapy to help correct vision issues that go beyond acuity and unlock new levels of human performance.

"It was with a heavy heart that we learned of Dr. Fretz's passing last year, but with this partnership with Vision Therapy Canada we are able to help support her legacy and help people in need get the therapy and associated benefits that they need. We are proud to stand with Vision Therapy Canada and the Fretz Fund to help expand human performance through vision therapy," commented Adam Cegielski, Founder & Chief Executive Officer.

During this year's Vision Therapy Canada event, Eyecarrot donated a Binovi Touch device to the silent auction, ultimately raising \$3,200 for the Fretz Fund.

"We at Vision Therapy Canada are so grateful for the continued support of Eyecarrot. Through our partnership with Eyecarrot and its generous donation of the Binovi Touch, we will be able to improve more lives through vision therapy. I offer my thanks on behalf of all current and future vision therapy patients from across the country," commented Dr. Virginia Donati, President of Vision Therapy Canada.

About Vision Therapy Canada

Vision Therapy Canada is a Canadian non-profit organization dedicated to enhancing optometric education and public awareness of Vision Therapy and Rehabilitation improving the lives of vision therapy patients. The organization changed its name this year and announced it to all members and partners at the 2019 AGM gala. Vision Therapy Canada is formerly The Canadian Optometrists in Vision Therapy and Rehabilitation (COVT&R).

About the Fretz Fund

Dr. Betty Fretz graduated from the University of Waterloo School of Optometry and Vision Science in 1976. Immediately drawn to helping those in need, Betty pursued mission trips and during one of those trips she fell ill with encephalitis. Betty Fretz fought her illness with passion. When she returned to Optometry she turned that energy into helping others through vision therapy and rehabilitation.

Betty's story inspired Vision Therapy Canada to name a scholarship after her. The Fretz Fund will be open to Canadians who find themselves in need of vision therapy, but have difficulty raising the funds to pay for it. This is the first scholarship of its kind in Canada.

About Eyecarrot Innovations Corp

Eyecarrot's Binovi™ platform is an innovative vision performance technology solution that integrates software, hardware, data and expert knowledge. Binovi helps Optometrists treat vision issues with in-office therapy as well as doctor-led home-based activities to better serve and increase the patient's experience and their therapy needs. The goal is to help transform vision performance for the 1 in 4 people worldwide that suffer from vision-related issues going beyond visual acuity. The company is transforming how vision performance services are integrated, while addressing key challenges in the health system.

On behalf of the Board of Directors

Adam Cegielski
President | CEO

Tania Archer
Head of Marketing | Sales

<https://www.eyecarrot.com/investors/>

Forward looking information:

Certain statements contained in this news release constitute "forward-looking information" as such term is used in applicable Canadian securities laws. Forward-looking information is based on plans, expectations and estimates of management at the date the information is provided and is subject to certain factors and assumptions, including, that the Company's financial condition and development plans do not change as a result of unforeseen events and that the Company obtains regulatory approval. Forward-looking information is subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking information. Factors that could cause the forward-looking information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, and delays in regulatory approval, as well as the other risks and uncertainties applicable to the Company as set forth in the Company's continuous disclosure filings filed under the Company's profile at www.sedar.com. The Company undertakes



no obligation to update these forward-looking statements, other than as required by applicable law. Neither 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.

