Eyecarrot Launches AGORACOM Online Marketing And "CEO Verified" Discussion Forum As Primary Investor Social Media Discussion Platform

April 28, 2020 - Toronto, ONT, Canada - Eyecarrot Innovations Corp. (the "**Company**" or "**Eyecarrot**") (TSXV:EYC) | (OTC:EYCCF) | (2EYA:GR) is pleased to announce the launch of a "CEO Verified" Discussion Forum on AGORACOM. The forum will serve as the Company's primary social media platform to interact with both shareholders and the broader investment community in a fully moderated environment.

The Eyecarrot HUB is live and can be found at https://agoracom.com/ir/EyecarrotInnovations

Eyecarrot will also receive significant exposure through millions of content brand insertions on the AGORACOM network and extensive search engine marketing over the next 12 months. In addition, exclusive sponsorships of invaluable digital properties such as the AGORACOM home page and the AGORACOM Twitter account will serve to significantly raise brand awareness of the Company among small cap investors. AGORACOM is the only small cap marketing firm to hold a Twitter Verified badge, averaging 4.2 million Twitter impressions per month in 2019.

MODERATED DISCUSSION FOR EYECARROT MANAGEMENT AND SHAREHOLDERS

AGORACOM "CEO Verified" provides the first ever identity verification of small cap executives on a finance platform. For the first time ever, small cap CEO's and other company officers can post or communicate within a discussion forum without the risk of impersonation. As the ultimate influencers of their own companies, "CEO Verified" Forums create unmatched levels of engagement between companies and investors that have long desired civilized, constructive and factual conversation.

Posts to AGORACOM are shareable on Twitter, Facebook and LinkedIn, which provides Management with one-click sharing of valuable content to these social media platforms, with automatic links back to AGORACOM for civilized investor engagement.

There are no log-in requirements for investors to visit the forum, read posts and share company posts with their networks on other platforms. Investors wishing to post questions, comments and interact with company officers can quickly log-in using their Facebook or LinkedIn accounts, or create an anonymous new user account.

The Eyecarrot Forum can be found at:

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VERIFIED EYECARROT OFFICER AT LAUNCH

- Adam Cegielski, CEO and Founder of Eyecarrot

Adam Cegielski, CEO and Founder of Eyecarrot stated, "Given the multi-media friendly nature of our business, raising our brand awareness with online investors who can see and experience Eyecarrot first hand is very important during this next phase of growth. Moreover, AGORACOM forums are purpose built to facilitate intelligent discussion without the nonsense that plagues unmonitored sites and social media. I encourage everyone to read and participate in our Verified Discussion Forum to create great, vibrant and constructive engagement between investors and management/"

George Tsiolis, AGORACOM Founder stated "From our inception, investors have counted on AGORACOM as a source of discovering pioneering companies. Eyecarrot is doing nothing short of delivering higher performing brains by optimizing performance of the eyes of athletes and students. The company's news to date in 2020 demonstrates commercial acceptance at the highest levels. We're proud to bring their brand and story to the small cap investment world."

SHARES FOR SERVICES

Eyecarrot intends to issue shares for services to AGORACOM in exchange for the online advertising, marketing and branding services ("Advertising Services"). Pursuant to the terms of the Agreement and subject to regulatory approval, the Company will be issuing;

- $12,000 + HST Shares For Services upon Commencement April 6, 2020
- $12,000 + HST Shares For Services at end of Third Month July 6, 2020
- $12,000 + HST Shares For Services at end of Sixth Month October 6, 2020
- $12,000 + HST Shares For Services at end of Ninth Month January 6, 2021
- $12,000 + HST Shares For Services at end of Twelfth Month April 6, 2021

The number of shares to be issued at the end of each period will be determined by using the closing price of the Shares of Eyecarrot on the TSX Venture Exchange on the first trading day following each period for which the Advertising Services were provided by AGORACOM.

The term of the Agreement is for 12 months effective immediately. The Company will issue a press release after the issuance of shares under the terms of the agreement.

About Eyecarrot Innovations Corp

Eyecarrot is a human performance technology company that has developed Binovi, a hardware and software-centered platform. Binovi combines hardware, software, specialized expert knowledge, and unique big data insights in order to deliver customized one-on-one training and treatment. Binovi is designed for vision optimization and the enhancement of cognitive skills related to human performance. We are working together under a common banner to help neuro-optometry, vision rehabilitation, and vision performance professionals gain measurable results in less time, and with less effort.

About AGORACOM

AGORACOM is the pioneer of online marketing, broadcasting, conferences and investor relations services to North American small and mid-cap public companies, with more than 300 companies served. AGORACOM is the home of more than 7.7 million investors that visited 55.2 million times and read over 600 million pages of information over the last 10 years. The average visit of 8min 43sec is more than double that of global financial sites, which can be attributed to the implementation and enforcement of the strongest moderation rules in the industry.

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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.