

Mind Cure Announces Build-Out of Digital Therapeutics, iSTRYM: A Technology Platform for Mental Wellness Optimization & Psychedelic Research

Mind Cure's iSTRYM (pronounced eye-stream) has been designed to warehouse the largest collection of psychedelic research and ongoing mental optimization data. With machine learning deployed, iSTRYM will provide greater speed to Mind Cure's research team, richer data to health professionals and clients, as well as a hub of protocol and procedural information for psychedelic practitioners worldwide.

VANCOUVER, BC, Jan. 6, 2021 /CNW/ - Mind Cure Health Inc. (CSE: MCUR) (OTCQB: MCURF) (FRA: 6MH) ("**Mind Cure**" or the "**Company**") is pleased to **announce the release of iSTRYM**, the Company's digital therapeutic tool, designed to provide close to real-time data regarding patient care, procedures and protocols, and other resources for therapists, clinicians, and patients with mental health concerns.

"As a life sciences and digital therapeutics company, providing speed to market with novel psychedelic therapies through deeper data analytics is a strength we are developing with iSTRYM. Further, as we build out our database for mental wellness, both therapists and individuals will get mental wellness protocols for wellness optimization and support. iSTRYM exists to become the source that individuals turn to for science-backed, personalized mental health support at scale." - **Kelsey Ramsden, President & CEO.**

Gaps between clients, researchers, and therapists create disparities in the collection of critical insights that arise outside of psychedelic-assisted therapy sessions, and ultimately prevent new scientific breakthroughs. Mind Cure's iSTRYM provides a digital solution to the loss of crucial, uncategorized data points by connecting patient feedback and clinician expertise together in one place. Additionally, most psychedelic therapy research exists in cloistered scientific communities, which limits the possible intersection of great clinical practice and new protocols. iSTRYM brings together a large database of existing protocols to all psychedelic clinicians, enhancing the scientific efficacy for the entire psychedelic research community.

"We're developing the kind of global administration portal that could become the solution the industry needs. One of the key differentiators in our proprietary tech piece is the implementation of artificial intelligence, working in the background, to taxonify the uncategorized daily inputs from patients into tangible assets that will then inform treatments. From onboarding patients to collecting critical insights across different arms of the psychedelics research space, iSTRYM could revolutionize the way we build communities around a common goal of mental wellness." - **Geoff Belair, CTO.**

About Mind Cure's iSTRYM

iSTRYM is a centralized management system for psychedelic therapeutic research, the deployment of care and integration based on a microservices design model, and is built with responsive principals. iSTRYM contains strategic data loops that continually aggregate new insights, and an application that equips patients as active participants in their own mental wellness journey.

The focus with iSTRYM is to disrupt the mental health industry by providing accessible and innovative technological resources that optimize the use of patient data to support diagnoses and treatments. iSTRYM's app component will record patients' uncategorized data, such as weather, location, mood, heart rate, and other metrics that take place after therapy sessions and throughout therapeutic integration.

This protocol optimization coupled with iSTRYM's AI will create a convergence of commonalities among patients. iSTRYM will use AI to collate insights found across datasets to steer clinicians towards better diagnoses, treatments, and ultimately personalized care at scale.

The name iSTRYM reflects empathy, commonalities, and Mind Cure's mission as an adaptive mental wellness company. The lowercase "i" represents the collective "we" of humanity and life on planet Earth, all of which are connecting, building, and reflecting together as pillars in our world. As a stream flows, adapts, grows, and changes, so do we. We choose to work collectively, utilizing data to elevate and transform our collective mental wellness.

About Geoff Belair

Geoff Belair, Mind Cure's Chief Technology Officer, has over 30 years of experience leading as a senior architect of innovative technology platforms that require precise, secure integrations. Geoff managed the development of technology solutions in the fintech, banking, and insurance industries. He possesses a unique combination of software architecture and design experience with a deep understanding of technology adoption, with platforms that have exceeded \$1 billion in annual activity across 125+ locations. His experience with security infrastructure and agile methodologies ensures technical foundations are scalable in every project he leads.

About Mind Cure Health Inc.

Mind Cure exists as a response to the current mental health crisis and urgent calls for effective treatments. Mind Cure believes in the need to reinvent the mental health care model for patients and practitioners to allow psychedelics to advance into common and accepted care.

Mind Cure is focused on identifying and developing pathways and products that ease suffering, increase productivity, and enhance mental health. Mind Cure is interested in exploring diverse therapeutic areas beyond psychiatry, including digital therapeutics, neuro-supports, and psychedelics, all to improve mental health.

On Behalf of the Board of Directors
Kelsey Ramsden, President & CEO
Phone: 1-888-593-8995

Forward-Looking Information

Certain statements in this news release may constitute "forward-looking information" within the meaning of applicable securities laws (also known as forward-looking statements). Forward looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "feel", "intend", "may", "plan", "predict", "project", "subject to", "will", "would", and similar terms and phrases, including references to assumptions. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect to: iSTRYM's close to real time data regarding patient care, procedures and protocols, and other resources to therapists, clinicians, and patients of mental health concerns; iSTRYM's ability to optimize clinical research; iSTRYM's ability to connect a large database of existing protocols to all psychedelic clinicians, enhancing the scientific efficacy for the entire psychedelic research community; iSTRYM's ability to disrupt the mental health industry by providing accessible and innovative technological resources that optimize the use of patient data to support diagnoses and treatments; iSTRYM's app's ability to record uncategorized data; and iSTRYM's AI's ability to collate patient-data.

Forward-looking information is based on a number of key expectations and assumptions made by Mind Cure, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and Mind Cure's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect Mind Cure's business; there will be a demand for Mind Cure's products in the future; no unanticipated expenses or costs arise; Mind Cure will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; that the functional mushroom industry will continue to grow; that Mind Cure's proprietary technology, iSTRYM, and its database function will be able to effectively optimize protocols and enhance scientific efficacy via

patient-led feedback and will continue to grow; and Mind Cure will be able to operate its business as planned. Although the forward-looking information contained in this news release is based upon what Mind Cure believes to be reasonable assumptions, it cannot assure investors that actual results will be consistent with such information.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the impacts of the COVID-19 pandemic on the Canadian economy, Mind Cure's industry and Mind Cure's business, which may negatively impact, and may continue to negatively impact, Mind Cure and may materially adversely affect Mind Cure's investments, results of operations, financial condition, and Mind Cure's ability to obtain additional equity or debt financing, and satisfy its financial obligations; general economic conditions; future growth potential; competition for mental health and wellness investments; Mind Cure's proprietary technology, *iSTRYM*, and its database function may not help to optimize protocols and enhance scientific research and may not be able to grow; and changes in legislation or regulations. Management believes that the expectations reflected in the forward-looking information contained herein are based upon reasonable assumptions and information currently available; however, management can give no assurance that actual results will be consistent with such forward-looking information. Additional information on the risk factors that could affect Mind Cure can be found under "Risk Factors" in Mind Cure's final prospectus which is available on SEDAR at www.sedar.com.

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to Mind Cure. The forward-looking information is stated as of the date of this news release and Mind Cure assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

The CSE has neither approved nor disapproved the contents of this press release and the CSE does not accept responsibility for the adequacy or accuracy of this release.



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