



NEWS RELEASE

IZOTROPIC ENGAGES MARKETSMART COMMUNICATIONS

VANCOUVER, BC – August 31, 2020 – Izotropic Corporation (“Izotropic” or the “Company”) (CSE: IZO) (OTC US: IZOZF) (FSE: 1R3) is pleased to announce it has entered into a consulting agreement with MarketSmart Communications Inc. (MarketSmart) to help build awareness of the company’s corporate profile within the investment community.

Established in 2002, MarketSmart has represented numerous successful public companies including SONA Nanotech Inc. (Symbol SONA), which has been an active client since February of this year. MarketSmart has a track record of assisting companies it chooses to align with and represent. The Company trusts its story and cause will resonate with MarketSmart’s audience and the general investment community.

The terms of the agreement are for an initial six (6) months with an option for renewal and a monthly fee of \$8,500.00. The Company is issuing 300,000 stock options to MarketSmart at an exercise price of \$0.75 for a two (2) year term. The stock options vest immediately.

Izotropic Corporation looks forward to working with MarketSmart as it advances towards commercialization of its dedicated Breast CT technology.

ON BEHALF OF THE BOARD

Robert Thast
Chief Executive Officer

About Izotropic Corp.

Izotropic Corporation and its wholly owned U.S. operating subsidiary, Izotropic Imaging Corp. have been established to commercialize the next generation of breast imaging technology for early diagnosis of breast cancer. The Izotropic Breast CT Imaging System produces high resolution breast images in 3D. A single 10 second breast CT scan acquires approximately 500 images, without painful breast compression, providing radiologists with fully 3D viewing of the scanned breast. Mammography scanning requires compression of the breast between 2 imaging plates, resulting in 2D images.

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The Company has the exclusive worldwide license from the University of California, Davis (UC Davis) to commercialize the technology developed by principal founder and Company director Dr. John M. Boone and researchers at UC Davis. The license includes all intellectual property, trade secrets, patents and patent-pending applications that are the foundation of the Company's breast CT imaging platform.

Approximately \$20 million in research funding and over 15 years of research and development have been invested in developing this groundbreaking breast CT imaging technology. Research includes a current, ongoing \$2.9M U.S. clinical trial at UC Davis Medical Center.

The Company founders believe that this technology will be a disruptive entry to the market, overcoming many of the challenges faced by existing breast imaging modalities.

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