

Relay Engages Top Cybersecurity Marketing Agency Bluetext for Cybeats Product Line

Toronto, Ontario--(Newsfile Corp. - July 30, 2021) - Relay Medical Corp. (CSE: **RELA**) (OTCQB: **RYMDF**) (FSE: **EIY2**) ("**Relay**" or the "**Company**") is pleased to announce it has engaged Washington, D.C. based Bluetext, a leading cybersecurity digital marketing agency, to develop and execute a powerful marketing strategy for its Cybeats product line. Bluetext has an enviable reputation of developing successful marketing strategies for technical products in the cybersecurity industry for large and small organizations.

Relay has tasked Bluetext to develop an aggressive marketing plan for the Cybeats integrated cybersecurity platform. Cybersecurity for the IoT industry has emerged as a priority with more and more reports of hackers gaining access to critical data through connect devices. Bluetext will work with Cybeats to develop and execute a unique but powerful marketing strategy for the cybersecurity platform.

In a recent executive order US policy makers have asked the private sector to adapt to the continuously changing threat environment, ensuring connected devices are built and operate securely. The Cybeats platform incorporates the SBOM Studio, a comprehensive tool which offers manufacturers the ability to manage, share and orchestrate software supply chain control, while automatically enriching the data with threat intelligence and implementing new standards through identification of vulnerabilities and security gaps in software components. The Cybeats SBOM Studio quantifies the risk profile of the manufacturer designed product and provides software supply chain transparency to the product users.

"Our award-winning work with cybersecurity firms at all stages of development - from global leaders to challenger brands and mature startups - is focused on creating innovative marketing campaigns that enable them to rise above the noise and efficiently achieve their business goals," said Michael Quint, Co-President and Chief Strategy Officer of Bluetext. "We are confident Bluetext can deliver a high-impact marketing strategy to support Relay's business and growth objectives and are honored to be selected for this assignment."

"Bluetext has a reputation of developing very successful marketing strategies for large and small technology and cybersecurity companies and is the ideal partner for our business," said Yoav Raiter, CEO of Relay Medical. With the Internet of Things growing at unprecedented rates, we have a challenge to educate organizations and the broader industry that rely on connected devices of the potential cyber risks and how our Cybeats solution can mitigate those vulnerabilities. I look forward to working closely with the Bluetext team to develop a creative and powerful marketing strategy with a goal of making Cybeats the leading cybersecurity solution in North America."

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<https://www.relaymedical.com/news>

About Bluetext

Bluetext is a leading digital marketing agency based in Washington, D.C. Through branding, digital marketing and public relations we help organizations of all sizes compete and win with expert strategy, powerful creative and award-winning websites, campaigns and digital experiences.

Website: www.bluetext.com

About Relay Medical Corp.

Relay Medical is a technology innovator headquartered in Toronto, Canada focused on the development of novel technologies in the diagnostics, AI data science and IoT security sectors.

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