

## **“Contakt World: Truth in Health” Podcast Surpasses 150,000 Downloads, Unveils Eighth Episode – Featuring an In-Depth Discussion on the Impact of COVID-19 Among American Indian and Alaska Natives**

*Listen Now Here*

**Vancouver, BC, March 29, 2021** – Tracker Ventures Corp. (“Tracker” or the “Company”) (CSE:TKR; OTC:TLOOF; FWB: B2I) today announced that [Contakt LLC](#) (“Contakt World”), a technology company modernizing public health and safety, podcast titled, “Contakt World: Truth in Health” has surpassed 150,000 downloads worldwide. The podcast is co-produced by iHeartMedia, the number one audio company in the United States, and is available on [iHeartRadio](#) and other popular streaming sites for podcasts.

The Contakt World: Truth in Health podcast has been pivotal to increasing the company’s international brand with an audience spanning across the globe with downloads in Canada, India, the United Kingdom, Mexico and Australia. According to Edison Research, the industry standard is to have 54 percent of an audience listen to three-fourths of a podcast episode; Contakt World exceeds that, with sixty-four percent of those who download the podcast listening to more than three-fourths of an episode. The podcast attracts a diverse and inclusive audience, with a 60-40 split among females and the most engaged groups between ages 28-34 and 48-59.

“The Contakt World podcast started as a concept from our Chief Innovation Officer Deepti Pahwa to provide a way for us to share the real stories people are having within their communities,” said Justin Beck CEO of Contakt World and host of the podcast. “Our podcast and resulting relationship with iHeartMedia has been extremely successful, and we look forward to collaborating with them on future projects to continue our efforts in raising awareness to topics that are overlooked.”

Contakt World believes that user research-based strategies to shape messages and campaign materials is the most important part of making health communications work. As part of its overall marketing partnership with iHeartMedia, the company will produce a series of roundtable discussions aimed at creating open, honest dialogue around how health campaigns can educate the public and influence audiences to adopt healthier behaviors. These discussions will bring together health leaders, communication experts, behavioral scientists and diversity & inclusion experts for interactive sessions that will be available to the public.

“The biggest reason to start the podcast was to shine a light on the public health concerns we are facing at the community level and its impact on people’s lives,” said Deepti Pahwa, Chief Innovation Officer at Contakt World and co-host of the podcast. “The public health conversation is often steered by what happens at the federal level, and it’s important to get insights from people that are on the ground and responsible for real change. I’m thrilled we have had such early success with the podcast, and I’m excited for what’s to come as we continue to develop our partnership with iHeartMedia.”

A description of the eighth episode of the Contakt World: Truth in Health podcast can be found below.

“Contakt World: Truth in Health” Podcast  
Episode 8: General Disparities? Or Data Genocide?

How do we improve community health, when community health statistics are completely ignored? American Indian and Alaska Natives are experiencing the disproportionate impact of COVID in their populations. Can we draw attention to this? And how can we empower people? Join our hosts Justin Beck, Catherine Delcin and Deepti Pahwa, as they speak with Abigail Echo-Hawk, Chief Research Officer at Seattle Indian Health Board and the Director of the Urban Indian Health Institute. Together, they'll discuss "the oppression of data" – and solutions that help all people. We'll also talk with Sarah Strong Horse Anderson, who experienced first-hand the effects of COVID on her family and Native community, and the lack of care they received. As always, we'll talk about how to help our local health departments – and encourage innovation and technology integration – all while remaining empathetic, plus keeping an eye toward health equity for all.

"This episode dives into the importance of inclusivity and equity when it comes to health statistics and how providing accurate data on all communities is the only way to improve public health, added Beck. "We're honored to have Abigail and Sarah join our podcast to discuss the inequities facing the American Indian and Alaska Native population and bring these problems to the forefront so we can work towards a more equitable system."

Past podcast guests include Dr. Lawrence T. Brown, founder and director of the Black Butterfly Project and author of the book "The Black Butterfly: The Harmful Politics of Race and Space in America," Emmy-Award winning journalist Dr. Seema Yasmin, Olympian Kemoy Campbell, Dr. Oscar Alleyne, Chief of Programs and Services for The National Association of County and City Health Officials (NACCHO), Daniel Dawes, executive director of Satcher Health Leadership Institute at Morehouse School of Medicine and Dr. Peter Hotez, vaccine expert and professor at Baylor College of Medicine.

"Contact World: Truth in Health" is distributed by the iHeartPodcast Network and also available on [Apple](#) and [Spotify](#). For video previews, highlights and full-length episodes, please visit Contact World on [YouTube](#).

*\* No content within or related to this podcast has been evaluated by the FDA. Any information presented by Contact World or its guests is not intended to treat or cure any disease, and no claims are made as to the accuracy or sufficiency thereof.*

### **Contact World – Tracker Transaction**

Tracker and Contact World are parties to a definitive amalgamation agreement pursuant to which Tracker will indirectly acquire (the "**Acquisition**") a 100% interest in Contact World. For further information respecting the Acquisition, please refer to the Company's news release dated December 8, 2020. Trading of Tracker's shares on the Canadian Securities Exchange (the "**CSE**") has been halted in connection with the announcement of the Acquisition and is not expected to resume until the CSE has approved a Form 2A Listing Statement for the resulting issuer from the Acquisition. There can be no assurance that the Acquisition will be completed on the terms proposed in the amalgamation agreement or at all.

### **About Contact World**

Contact World is a technology and media company innovating public health agency connections with their community, with the goal of becoming the most trustworthy, accessible and scalable digital public health and safety platform globally – addressing the needs of a post-pandemic world. Contact World combines aggressive research and development, human-centered design, next-gen data integrations, and strategic health partnerships to empower and build mutual trust within communities, contributing towards health

equity for users around the world. Kontakt World's first suite of tools emerge from the urgency surrounding coronavirus to manage the pandemic through innovative contact tracing and case management spanning multiple modes of communication. For more information, please visit the Company's website at [www.kontakt.world](http://www.kontakt.world).

#### **Tracker Ventures Contact**

Geoff Balderson  
CEO and Director  
Direct: 604-602-0001

#### **Media Contact**

Kevin Harrington  
Account Director – 5WPR  
[kontaktPR@5wpr.com](mailto:kontaktPR@5wpr.com)

#### **Investor Contact**

Lucas A. Zimmerman  
Senior Vice President – MZ North America  
Direct: 949-259-4987  
[kontakt@mzgroup.us](mailto:kontakt@mzgroup.us)  
[www.mzgroup.us](http://www.mzgroup.us)

*The CSE has not reviewed, approved or disapproved the content of this news release.*

#### **Forward Looking-Statements**

Certain information set forth in this press release contains statements that reflect "forward-looking information", as such term is defined under Canadian securities laws ("**forward-looking statements**"). These forward-looking statements are often identified by words such as "intends", "anticipates", "expects", "believes", "plans", "likely" or similar words. Specifically, this news release includes forward looking statements regarding completion of the Acquisition and the timing thereof, the conditions precedent to completion of the Acquisition, Kontakt World's media strategy and marketing partnership with iHeartMedia. The forward-looking statements reflect the Company's and Kontakt World's respective management's expectations, estimates, or projections concerning future results or events, based on the opinions, assumptions and estimates considered reasonable by management at the date the statements are made. Although the Company and Kontakt World believe that the expectations reflected in the forward-looking statements are reasonable, forward-looking statements involve risks and uncertainties, and undue reliance should not be placed on forward-looking statements, as unknown or unpredictable factors could cause actual results to be materially different from those reflected in the forward-looking statements. Among the key factors that could cause actual results to differ materially are: whether the parties are able to satisfy the relevant conditions precedent under the amalgamation agreement respecting the Acquisition; and whether the parties are able to obtain all necessary regulatory approvals for the Acquisition. The forward-looking statements may also be affected by risks and uncertainties in the business of Tracker, including those described in the Company's public filings available on [www.SEDAR.com](http://www.SEDAR.com). The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.