

TruTrace Technologies Joins Forces with Customer Engagement Expert PharmaCentra to Provide a Blockchain-Secured Ecosystem for Medical Cannabis

Companies will support quality-driven and traceability-focused clinical trials of cannabis-based therapies

TORONTO, March 1, 2021 — [TruTrace Technologies](#) (CSE: TTT; OTCQB: TTTSF), developer of a fully-integrated blockchain platform for the legal cannabis, food, and pharmaceutical industries, today announced that it has signed a letter of intent (LOI) with Georgia-based [PharmaCentra](#) LLC – through its subsidiary [CannabisBPO](#) -- to support a clinical trial ecosystem built on standardized protocols and testing of cannabis products for use in the medical industry.

“As cannabis gains acceptance as a useful component of therapies to treat serious medical conditions, it is critical to ensure that all products used for patient care are safe and consistent,” says Robert Galarza, CEO of TruTrace. “This partnership is an important step toward making that a reality because there will be repeatable, verifiable processes for measuring the efficacy of cannabis-derived compounds that the entire biopharma industry can use to improve the quality of the therapies that are available to people who need them.”

With decades of experience in the healthcare and pharmaceutical sector, PharmaCentra decided to enter the cannabis space several years ago and operationalized as CannabisBPO. “We recognized that our background and service suite were transferable and necessary skills for the maturing cannabis market,” says Dan Berman, CEO of PharmaCentra and CannabisBPO. “We have deep knowledge in both sectors to bridge the knowledge gap between the two industries. In the pharmaceutical industry, the efficacy of the supply chain is rarely questioned – it’s just assumed to be measured correctly. Unfortunately, the same is not true for the cannabis sector as a whole. That’s why, together with TruTrace, we are excited to be playing a key role in bringing these standards to the industry.”

About TruTrace Technologies

[TruTrace Technologies](#) is the developer of fully integrated software, secured on a blockchain infrastructure, that gives clients’ the ability to store, manage, share and immediately access quality assurance and testing details, COAs, as well as motion and movement intelligence on inventory. The platform was specifically designed to power the traceability of testing standards within the legal cannabis, nutraceutical, food and pharmaceutical space with a focus on the authentication of source materials or ingredients used in formulation. For more information, please visit www.trutrace.co.

About PharmaCentra/CannabisBPO

PharmaCentra and CannabisBPO are specialty contact providers with specific industry domain expertise in the pharmaceutical, healthcare and cannabis sectors. PharmaCentra specializes in pharmaceutical marketing and sales strategies, strategic patient, pharmacy, and physician outreach including clinical trial recruitment, pharmacy locator, tele-detailing and comprehensive healthcare management strategies. CannabisBPO is a specialty provider of contact center services for the cannabis industry specializing in sales, customer care, lead generation, patient/customer journey and win back initiatives. With locations in Canada, the US and work-from-home, the company offers outbound and inbound contact center services in a 24/7 multilingual setting. For more information, visit www.pharmacentra.com and www.cannabisbpo.com.

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