



## NEWS RELEASE

### Marketing Project initiated with VenturePlay

Calgary, Alberta – November 10, 2021

*For Immediate Release* – nDatalyze Corp. (“**NDAT**” or the “**Corporation**”) (CSE: NDAT) is pleased to announce that it has engaged VenturePlay to conduct a multi-phase market research and development plan ("Project") for the Corporation's upcoming "YMI" online, mHealth application release. The Project will begin immediately with completion expected prior to January 31, 2022. The Corporation plans simultaneous market testing during the Project time period.

Jim Durward, President, states: "Now that the Reference Database contains well over 1200 records and the build is essentially behind us, and the machine-learning and graphical interface aspects of the overall system are advancing toward beta, now is the time to establish the market approach and pricing. VenturePlay brings vast experience and connections to the table and we are very excited to work with them during the roll-out of the premium YMI application. We continue to push hard while maintaining tight control of cash reserves. Our approach has allowed this advanced project to move very quickly and we expect our cash reserves to be approximately \$1.5 million at the end of November. We have no debt."

#### **About VenturePlay:**

VenturePlay (formerly Venture Communications) is a marketing partner of the VenturePark business growth ecosystem that specializes in health and personal wellness. VenturePlay was founded as Venture Communications by Canadian business icon and Dragon's Den star, and District Ventures Capital President and CEO, Arlene Dickinson.

#### **About nDatalyze Corp.:**

nDatalyze Corp. generates technology-based, health-related solutions. The YMI division is developing a machine-learning based, online consumer mental health application and the MLdelic division is focusing on applying machine-learning to assist in the prediction of potential benefits associated with the use of entheogenic compounds within the mental health sector. Both YMI and MLdelic are based on the Corporation's proprietary Reference Database consisting of >1200 biometric records complete with "same-time-of-day" EEG data. With installations worldwide, its Medxtractor division manufactures and sells small-scale bio-extractors that are used to extract compounds from a variety of botanical biomasses. While the Medxtractor division is currently generating cash flow, both YMI and MLdelic are in development and accordingly the Corporation cannot accurately predict if or when these applications will become cash flow generators.

#### **FOR FURTHER INFORMATION, PLEASE CONTACT:**

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