

RADIAL RESEARCH CORP. ANNOUNCES ACQUISITION OF CHATVERTIZER SOFTWARE

Vancouver, British Columbia, May 12, 2021, Radial Research Corp. (CSE: RAD) (“**Radial**” or the “**Company**”) is pleased to announce that has completed an arm’s length acquisition (the “**Acquisition**”) of certain intellectual property rights and intangible assets comprising the Chatvertizer software platform (“**Chatvertizer**”) pursuant to an asset purchase agreement between the Company and independent software developers David Hoggard and Rafael Leite De Oliveira on May 11, 2021.

The Acquisition includes the source code of Chatvertiser which is intended to allow consumer brand users to reach out to their customers across multiple messaging platforms by the power of automation and live, human conversations. The Chatvertizer software currently supports broadcasting to customer lists; SMS live conversations in multiple countries and languages; multi-account agent logins; customer tagging features; easy page pop-ups for 1-click opt-ins via SMS; push to call center features for “hot leads”; initiate call and live transfer features; as well as agent, administrator and brand logins.

Features which are currently being developed include customer segmentation; variables and event management so the appropriate messages reach their intended target; flows/sequences of automated messages; scheduled follow-up messages for current leads; TCPA and CCPA compliance; easy unsubscribe; time-, revenue- and event-based tracking for agent payroll; tracking and reporting of events and revenue by agent, flow and list; attribution windows for click through and “chat through” windows; Whatsapp Business API messaging; Facebook Messenger compatibility, Telegram Bot Maker; crypto payments system; email automation; and one-click integrations with leading CRMs such as Shopify, LeadPages, Konnektive.

In connection with the Acquisition, Radial agreed to allot and issue to each Vendor 2,300,000 common shares of Radial (the “**Shares**”), being an aggregate amount of 4,600,000 Shares, at a deemed price of \$0.09 per Share. The Shares will have a hold period of four months and one day under applicable securities laws.

Chris Hail, Radial CEO, commented, “The Chatvertizer software is in line with Radial’s commitment to acquire complimentary software and technology. In the case of Chatvertizer, this acquisition will allow our company to provide a turnkey solution for consumer brands wanting to interact with their customers and boost their sales capability using an automated platform. We see it as an excellent complement to our existing Zoompages software.”

About the Company

Radial Research Corp. is a technology company that develops online and download technologies and services, including software, websites and smartphone applications. The Company has focused recent efforts on e-commerce related technologies, and has acquired Zoompages, an e-commerce platform which we believe greatly simplifies the sales funnel construction process. The Company is also seeking other opportunities in e-commerce, internet and smartphone-based technologies. For further information, please refer to the Company's disclosure record on SEDAR (www.sedar.com) or contact the Company by telephone at 604-332-2707.

ON BEHALF OF THE BOARD OF DIRECTORS

Chris Haill, CEO and Director
(604-332-2707)

Forward-Looking Statements

This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements in this news release include statements regarding: that the newly acquired Chatvertizer software will allow consumer brand users to reach out to their customers by way of an automated platform; that the current Chatvertizer software will allow the software to function as intended; that the future Chatvertizer features will be developed as anticipated and allow the software to function as intended; that the Company can gain consumer brand users of the software; that the acquisition of the Chatvertizer software will allow Radial to provide a turnkey solution for consumer brands wanting to interact with their customers and boost their sales capability using an automated platform. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements.

Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include, among other things: that the newly acquired Chatvertizer software may not operate as intended or otherwise allow consumer brand users to reach out to their customers by way of an automated platform; that the current Chatvertizer software may not function as intended or provide the features expected; that the future Chatvertizer features may not be developed as anticipated or at all and that the software may not function as intended; that the Company can be unable to gain consumer brand interest in the software or otherwise gain any customers wanting to use the software; that the acquisition of the Chatvertizer software may not provide Radial with a turnkey solution for consumer brands or allow Radial's customers to increase their sales capabilities as expected or at all; general market conditions may prevent our software from being utilized and/or adopted; factors related to the ongoing COVID-19 pandemic could prevent the roll-out of further development of our software and business; and other factors which may impact the software and business of the Company which are beyond the control of Radial. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law.