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IZOTROPIC LAUNCHES MARKETING CAMPAIGN

VANCOUVER, BC – March 18, 2021 – Izotropic Corporation (“Izotropic”) (CSE: **IZO**) (OTCQB: **IZOZF**) (FSE: **1R3**), a company developing high-resolution 3D dedicated breast CT imaging technology for the earlier detection and diagnosis of breast cancers, announces it has begun USA focused marketing awareness aimed at maintaining and building the profile of IZOZF through press initiatives, advertising, and social media strategies.

As part of these marketing plans, Izotropic has engaged with ThinkInk Marketing Inc., an arm's-length party to the company, to provide a 12-month digital advertising campaign designed to build recognition within online investor content platforms. Izotropic has allocated USD \$250,000 to its scalable advertising budget. ThinkInk Marketing Inc. has no present interest, directly or indirectly, in Izotropic or its securities.

Izotropic has also ramped up the content flow on social media channels and is pleased to report an over 200% increase in traffic to its website in the past month and positive engagement from new investors through email drip campaign activities.

ON BEHALF OF THE BOARD

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About Izotropic Corporation

Izotropic Corporation is commercializing dedicated breast CT imaging technology for the earlier detection, diagnosis and treatment of breast cancers. Extensive preliminary studies have found that breast CT may be able to routinely detect small breast tumors in the 3-5 mm size range. The median size of breast cancer found using mammography is approximately 11 mm. Routine detection of 3 mm lesions would result in 1.5 year earlier detection over mammography.

The initial indication for use for breast CT as a diagnostic device has been confirmed. Forthcoming business objectives include identifying additional indications for use, development of accessories,

and additional products, all aimed at making breast CT an indispensable tool for improving the outcomes of breast cancer.

Additional information about Izotropic Corporation can be found on its website at izocorp.com and by reviewing its profile on SEDAR at sedar.com

Forward-Looking Statements

This document may contain statements that are "Forward-Looking Statements," which are based upon the current estimates, assumptions, projections and expectations of the company's management, business, and its knowledge of the relevant market and economic environment in which it operates. The Company has tried, where possible, to identify such information and statements by using words such as "anticipate," "believe," "envision," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "will," "would," "could," "should," "continue," "contemplate" and other similar expressions and derivations thereof in connection with any discussion of future events, trends or prospects or future operating or financial performance, although not all forward-looking statements contain these identifying words. These statements are not guarantees of performance and involve risks and uncertainties that are difficult to control or predict, and as such they may cause future results of the company's activity to differ significantly from the content and implications of such statements. Forward-Looking Statements are pertinent only as of the date on which they are made, and the company undertakes no obligation to update or revise any Forward-Looking Statements to reflect new information or the occurrence of future events or circumstances unless otherwise required to do so by law. Neither the company nor its shareholders, officers and consultants, shall be liable for any action and the results of any action taken by any person based on the information contained herein, including without limitation the purchase or sale of company securities. Nothing in this document should be deemed to be medical or other advice of any kind.