

Hydreight Expands White Label Solution with a New National Wellness Med Spa Franchise

VANCOUVER, British Columbia and LAS VEGAS, Dec. 13, 2023 — Hydreight Technologies Inc. (“**Hydreight**” or the “**Company**”) (TSXV:NURS)(OTCQB:HYDTF)(FSE:S06) a mobile clinical network and medical platform which enables flexible, at-home medical services across 50 states, is pleased to announce it continues to expand its white label solution by adding a new national wellness med spa franchise. The all-in-one solution is designed to help brick-and-mortar locations provide medical services to clients legally and in compliance with state healthcare regulations.

Hydreight’s white label solution provides an integrated, turnkey platform and the framework for business to provide in-person medical services, supported by technology infrastructure, connection to an independent doctors’ network, a pharmacy network, and product distribution channel. The Company has secured two national med spa partners with collectively almost 100 locations across the United States. Similar to its own technology platform, Hydreight charges the franchises a licensing fee per location to access its network, takes a percentage fee from every mobile service provided from its platform, and these brick-and-mortar businesses must use Hydreight’s pharmacy network to order product, which Hydreight also takes a fee from.

Hydreight’s newest partner is a growing wellness med spa with multiple locations across the United States. The locations will use Hydreight’s proprietary technology to provide IV drip therapy, aesthetics, NAD+, GLP-1s (semaglutide), various peptides and other treatments. The integrated solutions will also assist the wellness franchise continue expanding its footprint with new locations opening next year.

Shane Madden, CEO of Hydreight commented, *“As we continue to grow and evolve our platform, we’ve recognized that there are additional white label opportunities to utilize and tap into our platform and network. Post Covid, as rules and regulations have tightened, it has become increasingly hard for brick-and-mortar wellness spas to provide some services without a medical professional or telemedicine technology to see a doctor. Our white label division has quickly become another revenue bucket that we will continue to focus on growing and our team continues to review these opportunities and onboard new businesses.”*

To grow the division, the Company plans to build a sales team to direct sell to these businesses and will continue focusing on increasing and adding more partners using its white label technology.

About Hydreight Technologies Inc.

Hydreight Technologies Inc. is building the largest mobile clinic network in the United States.

Its proprietary, fully integrated platform hosts a network of over 2,500 nurses, over 100 doctors and a pharmacy network across 50 states. The platform includes a built-in, easy-to-use suite of fully integrated tools for accounting, documentation, sales, inventory, booking, and managing patient data, which enables licensed healthcare professionals to provide services directly to patients at home, office or hotel. Hydreight is bridging the gap between provider compliance and patient convenience, empowering nurses, med spa technicians, and other licensed healthcare professionals. The Hydreight platform allows healthcare professionals to deliver services independently, on their own terms, or to add mobile services to existing location-based operations. Hydreight has a 503B pharmacy network servicing all 50 states and is closely affiliated with a U.S. certified e-script and telemedicine provider network that provides services in over 650 cities and growing.

On behalf of the Board of Directors

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This press release contains statements which constitute “forward-looking information” within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words “may”, “would”, “could”, “should”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect”, “Approximately” or similar expressions and includes information regarding the launch date of MedicalMedIV.com, and the anticipated effect on bookings and customer retention rates.

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