



FOR IMMEDIATE RELEASE

July 30, 2015

CERTIVE SOLUTIONS INC. Announces Advisory Council

Vancouver British Columbia, and Scottsdale Arizona - Certive Solutions Inc. ("Certive") (CSE: CBP, FWB: 5CE, OTCQB: CTVEF) is pleased to announce the establishment of an Advisory Council, the purpose of which will be to provide direction, guidance and special project based support to management in the design and implementation of business strategies aimed at creating overall near and long term enterprise value as a leading provider of technology enabled revenue cycle management services to U.S. providers including hospitals, physicians, ambulatory care facilities, and laboratories. The Company's mission is to demonstrate through execution, operational excellence in identifying, billing and collecting missed charges through an audit and collection process that blends unique technologies and workflow tools together, thus providing usable billing related information and enhancing integrated collection results for our customers.

The Advisory Council was formed specifically to assist management and the Board of Directors in determining the best strategies to effect growth in an ever changing U.S. health care market. Dr. Arthur Pelburg, an internal medicine specialist, served as the President and Chief Medical Officer of Schaller Anderson from 1999 to 2007 and brings to the Company rich clinical and senior level health care operations experience. Other domain expertise on the Advisory Council include Fred Hatfield, formerly CEO and COO of Aetna Medicaid and head of acquisition integration for Schaller Anderson, Tim Hyland, former CFO of Schaller Anderson and Tom Marreel, formerly senior vice president of Schaller Anderson. Steve Schramm is founder of Optumas, an actuarial analysis organization for large health care purchasers. Mr. Schramm's background brings to Certive the knowledge to design predictive analytics toolsets to provide our customers with meaningful information sourced from vast quantities of disparate data.

Additionally, management and the Board welcome two additional members to the Advisory Council:

Charlotte Jacobs is a senior Advisory Strategy Client Executive with Cerner, a leader in health information management. Ms. Jacobs brings to Certive a unique perspective on the dynamics of U.S. health care reform and its impact upon companies such as Certive.

Jeffrey Benton is currently the managing director of Fairfield Investment Group, a hedge fund specializing in market structure arbitrage and volatility strategies. Mr. Benton brings to the Advisory Council years of experience in the translation of business operating strategies to investment information and tools that will, in Certive's case, serve to better enable effective investor relations communications. Mr. Benton is a distinguished and highly regarded member of the U.S. investment community, having served on a number of New York Stock Exchange committees over the years. Mr. Benton is a former Governor of the New York Stock Exchange.

Members of the Advisory Council have all invested in Certive and are committed to assisting in charting our course through growth by acquisition and organically. Advisory Council members will be granted stock options and will individually be engaged on special projects, targeted at their unique expertise around which compensation programs will be designed. The Advisory Council will meet formally four times annually and informally on a regular basis.

Van Potter, CEO commented that “the caliber of the membership in our Advisory Council is exceptional for a company such as Certive. We feel particularly fortunate to have the pleasure of working with such a highly credentialed group of people who will, without doubt, be of immense value in shaping our growth over the coming months and years to come.”

Brian Cameron, CFO commented that “the experience of each member of the Advisory Council will provide direction, guidance and execution skills that most definitely will assure our success as we strive to gain market footprint within U.S. hospitals and use our technologies to improve revenue cycle performance for our customers.”

For more information please see www.certive.com, contact Certive directly at 480-922-5327, or contact:

Brian Cameron
Chief Financial Officer
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ON BEHALF OF THE BOARD OF DIRECTORS OF CERTIVE SOLUTIONS INC.

Van Potter, President and CEO, Director

About Certive Solutions Inc.

Certive Solutions Inc. (Vancouver British Columbia, Scottsdale, Arizona) provides revenue cycle management solutions to the U.S. health care market. Certive's claim audit and recovery services, billing services, and software solutions help providers work with payers to efficiently manage the reimbursement process and improve financial performance. Certive's highly skilled and experienced management team, combined with proprietary workflow and analytics, audits and identify, bill and collect underpayments in accordance with contractual obligations between the public or commercial insurance carrier and the designated provider. The health care market is changing. Certive works with clients to provide efficient and effective solutions aligned with reform initiatives to improve health care and reduce costs.

FORWARD-LOOKING AND OTHER STATEMENTS

This press release contains forward-looking statements. These statements relate to future events or future performance and reflect our expectations and assumptions regarding our growth, results of operations, performance and business prospects and opportunities. Such forward-looking statements reflect our current beliefs and are based on information currently available to us. In some cases, forward-looking statements can be identified by terminology such as “may”, “would”, “could”, “will”, “should”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue” or the negative of these terms or other similar expressions concerning matters that are not historical facts.

A number of factors could cause actual events, performance or results, including those in respect of the foregoing items, to differ materially from the events, performance and results discussed in the forward looking statements.

Factors that could cause actual events, performance or results to differ materially from those set forth in the forward-looking statements include, but are not limited to:

- the effect of continuing operating losses on our ability to obtain, on satisfactory terms, or at all, the capital required to remain a going concern;
- the ability to obtain sufficient and suitable financing to support operations, development and commercialization of our services;
- the risks associated with the development of our technology;
- the risks associated with the increase in operating costs from additional development costs and increased staff;
- the timing and nature of feedback from customers; and
- our ability to successfully compete in our targeted markets.

Although the forward-looking statements contained in this press release are based on what we consider to be reasonable assumptions based on information currently available to us, there can be no assurance that actual events, performance or results will be consistent with these forward-looking statements, and our assumptions may prove to be incorrect. These forward-looking statements are made as of the date of this press release. Forward-looking statements made in this press release are made as of the date of the original document and have not been updated by us except as expressly provided for in this press release. As required by securities legislation applicable to reporting issuers, it is our policy to update, from time to time, forward-looking information in our periodic management discussions and analyses and provide updates on our activities to the public through the filing and dissemination of news releases and material change reports.