



FOR IMMEDIATE RELEASE

March 21, 2016

Certive Solutions Inc. Announces Corporate Advisory Agreement With Dawson James Securities Inc.

Scottsdale Arizona - Certive Solutions Inc. (OTCQB: CTVEF CSE: CBP) - ("Certive" or the "Company"), is pleased to announce that effective March 9, 2016, the Company has executed an advisory services agreement with Dawson James Securities Inc., ("Dawson James"), a leading investment banking and securities firm, to provide strategic advisory services. Dawson James' head office is located in Boca Raton, Florida with branch offices in Columbia, Maryland and New York, New York.

Dawson James will assist Certive by evaluating capital market options in support of strategic growth opportunities as well as broadening the Company's exposure to institutional and retail investors. The agreement also provides that Dawson James will complete a due diligence process in support of the PAL sponsorship on the OTCQX as well as formulate a strategy to list on NASDAQ. The Company has agreed to issue 100,000 units to Dawson James at a deemed price of US\$0.30 per unit. Each unit consists of one common share and one common share purchase warrant exercisable at a price of US\$0.35 per share until March 15, 2018. In addition, the Company has agreed to pay a monthly fee of US\$8,000 commencing upon the execution of the advisory services agreement.

Van Potter, CEO of Certive, stated that "we believe that securing Dawson James as our exclusive financial advisor partner absolutely ensures that we have the best of all worlds; committed high net worth investors who are deeply associated with U.S. healthcare, and an investment banker that has a strong understanding of the dynamics facing this industry. Our Board and Advisory Council are delighted to welcome Dawson James to the team."

For more information, please visit our website at www.certive.com, or contact Certive directly at 480-922-5327.

Brian Cameron
Chief Financial Officer
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About Certive Solutions Inc.

Certive Solutions Inc. (Scottsdale, Arizona) provides revenue cycle management solutions to the U.S. healthcare 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, audit and identify, and bill and collect, underpayments in accordance with contractual obligations between the public or commercial insurance carrier and the designated provider. The healthcare market is changing.

Certive works with clients to provide efficient and effective solutions aligned with reform initiatives to improve healthcare 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.