



FOR IMMEDIATE RELEASE

August 9, 2016

Certive Solutions Inc. Appoints Brian Diver Chief Operating Officer

Scottsdale Arizona - Certive Solutions Inc. (OTCQB: CTVEF CSE: CBP) - ("Certive" or the "Company"), is pleased to announce that Brian Diver has joined Certive as its Chief Operating Officer (COO). Mr. Diver's appointment is particularly relevant as Certive moves to close on its previously disclosed acquisition. As COO, Mr. Diver will be responsible for all integration activities of the Company's divisions and will focus on standardizing the use of proprietary software and workflow tools to streamline and scale Certive's operations to all markets served.

Mr. Diver is an accomplished C-level executive who has successfully grown several companies as CEO, President, or COO. Mr. Diver is experienced in leading professional services businesses and directing company functions including business development, solution delivery, operations, alliances, corporate development, finance, information technology, marketing, recruiting, and human resources. Mr. Diver has consistently built highly productive customer relationships across varied industries including healthcare, government, aviation, transportation, transit, financial services, manufacturing, and consumer products.

Most recently, Mr. Diver served as the Managing Director of Instant Technology, a Chicago based national system integrator, and was responsible for expanding their staffing and service business. For over 10 years, Mr. Diver served SDI, a national systems integrator based in Chicago IL, in several leadership positions including President and COO. Mr. Diver worked with the Board of Directors to implement new market strategies. He successfully directed business development, solution delivery, marketing, field operations, and the financial performance for the company consisting of 240 associates across the nation. Mr. Diver led the effort to raise capital resulting in new equity owners providing access to over \$25 million in acquisition funding.

As we work to conclude the previously announced acquisition, Mr. Diver will be leading the process to assimilate our divisions and ensure a cohesive branding statement across all segments of the enterprise. Van Potter, CEO and Brian Cameron, CFO extend a warm welcome to Brian. Mr. Diver's hiring is another example and a testament to Certive's growing position in the marketplace as a significant provider of healthcare revenue cycle management solutions and services.

Brian Cameron
Chief Financial Officer
bcameron@certive.com

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.