



FOR IMMEDIATE RELEASE

March 13, 2017

## **Certive Solutions Inc. Announces the Appointment of Honorable Ed Holder, P.C., ICD.D, former Minister of State, (Science and Technology) for Canada as a Director**

**Scottsdale, Arizona and Vancouver, British Columbia** - Certive Solutions Inc. (OTCQB: CTVEF CSE: CBP) and its wholly-owned subsidiary, Certive Technologies Arizona Inc., (collectively, "Certive" or the "Company"), proudly announce the appointment of The Honorable Ed Holder, P.C., ICD.D to the Board of Directors of the Company, effectively immediately.

Ed Holder was elected as a Member of Parliament with the Government of Canada in 2008, serving with Prime Minister Stephen Harper. From May 2014 to October 2015, he served in the prestigious role of Minister of State (Science and Technology). During his seven year tenure as a federal Member of Parliament, he also sat on the Standing Committee on International Trade, the Standing Committee on Transportation, Infrastructure and Communities, and served as Chair of the Canada-UK Parliamentary Group. He is a member of the Privy Council of Canada.

Mr. Holder brings to the Company an extensive background in corporate governance and serves as a member of the Institute of Corporate Directors, internationally acclaimed for its contribution to excellence in corporate directorships. He has the distinction of being named Valedictorian of the Institute's Fall 2016 graduates.

Mr. Holder founded Ontario West Insurance Agency in September 1981, which merged with Stevenson & Hunt Insurance Brokers. He served as President of the merged firms for nine years before his election to federal Parliament in 2008. Under his stewardship Stevenson & Hunt grew into one of Canada's largest independent insurance brokerage businesses with offices in four cities offering full lines of insurance and financial protection.

Mr. Holder graduated from the University of Western Ontario with a Bachelor of Arts degree (Philosophy) in 1976. In addition, he has earned many additional professional designations and acknowledgements during his extensive career both in private industry and public service. He is national Board Chair of the Sunshine Foundation of Canada, serving young people with severe physical disabilities and life-threatening illnesses, as well as Patron of St. John Ambulance, South-western Ontario.

The Board of Directors joins all shareholders in welcoming The Hon. Ed Holder to our Board. He will focus on driving continuous improvement in statutory reporting and shareholder value creation, with his vast network of international associations.

Michael Bartlett, Chairman of the Board, stated: "Securing the appointment of The Hon. Ed Holder is a significant milestone in the affairs of the Company that will have extremely positive implications for our growth and prosperity as a recognized contributor to U.S. healthcare."

Van Potter, CEO and Brian Cameron, CFO commented: “The addition of the Hon. Mr. Holder to our Board signifies the attentiveness our Company requires in order to achieve the standards of operating excellence to which we aspire.”

It is the Board’s intention to seek out additional independent directors over the coming months in a direct effort to match the growth objectives of the Company with the strategic planning necessary to accomplish those objectives.

The Board also wishes to announce the resignations of two directors. Jack Saltich, a director of the Company since 2012, has resigned from the Board. MaryAnn Miller, who was appointed to the Board in late 2015, has also resigned from the Board. Both individuals provided exceptional governance and independence to the Board. Their contribution is recognized and highly appreciated.

**For more information, please visit our website at [www.certive.com](http://www.certive.com), or contact Certive directly at 480-922-5327.**

Brian Cameron  
Chief Financial Officer  
[bcameron@certive.com](mailto: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, financial performance, results of operations, business development activities 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 the Company’s ability to obtain, on satisfactory terms, or at all, the capital required to remain a going concern;

- the ability of the Company to attract new customers and to realize its business objectives;
- the ability of the Company to retain its customers and to maintain existing contractual obligations, and to realize revenues from existing contracts;
- the ability of the Company to reduce costs and improve scalability of its operations;
- 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 ability of the Company to execute appropriate strategic growth initiatives including acquisitions;
- 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.