



## **Cytta Announces Significant Additions to Management Team**

San Francisco, CA, February 13th, 2017 --[Cytta Corp.](#) (OTCPINK:CYCA)

Cytta is excited to announce that the Company has added a significant new management team to our existing Officer group. Concurrent with the completion of the EvrCare™ Remote Monitoring System Version 2.0 software, existing management determined to supplement our organization with a world class team capable of taking the Company to new levels.

We were exceedingly fortunate the project was attractive enough to secure individuals with outstanding expertise in operations, sales and marketing and their long term proven ability to secure funding sufficient to ensure project success. Additionally, three of our new additions are all located in the Seattle/Bellevue area of Washington State, one of our top choices for Cytta's new US headquarters.

Mr. Jerry L. Smith, personally known to the Cytta principals for many years, has agreed to join the Company Co-CEO. Mr. Smith is currently President and majority owner of Gateway Group, Inc., a M&A and investment banking firm specializing in manufacturing, distribution, and service companies since 1986. Mr. Smith has been involved in over 300 successful transactions ranging from the sale of main street businesses to sales and mergers of multi-million dollar companies, and has raised well over half a billion dollars. Mr. Smith has owned and operated multiple manufacturing, distribution, retail and financial companies and is well respected in the Seattle financial community.

Mr. Michael Smith has agreed to join Cytta as Chief Operating Officer. Most recently Mr. Smith has been involved in the management of several IoT/SaaS product, technology and manufacturing entities. His recent experience includes managing production, overseeing engineering and product development along with sales, marketing and support of major accounts. Previously, Mr. Smith had 30 years' experience in the Financial Services Industry working for Smith Barney, PaineWebber/UBS and Wells Fargo. Mr. Smith was ultimately the head of Fixed Income Marketing nationally for the Wealth Brokerage Services division of Wells Fargo.

Joining the team as Chief Financial Officer is Mr. Daniel P. Jacoy. Mr. Jacoy was most recently CFO of Tectonic Audio Labs & Tectonic Elements Ltd., an audio technology development, manufacturing and sales company. Daniel was also CFO of Blue Marble Network, an international maritime telecommunications company. Previously Daniel was principal and portfolio manager of Curo Asset Management, LLC where he developed and managed fixed income and equity portfolios and VP of Ariston Capital Management. For his extensive stock market knowledge, Mr. Jacoy has been interviewed by numerous financial publications including Barron's, The Wall Street Journal, Dow Jones News, and The Chicago Tribune.

We have been remiss in not previously announcing that Ms. Natalia Sokolova, in addition to her Doctor Direct Inc. position, has become Cytta's Chief Administrative Officer. Ms. Sokolova is also managing director and founder of SGG World a US based family office and a strategic consulting firm with extensive family office relationships. Previously she was the principal of



Exquisite Planning, LLC, a New York based event planning enterprise and the Head of Marketing at Bidz.com, the largest online jewelry auction site. Ms. Sokolova, as a former model, was also Managing Director for United Licensing Group a worldwide licensing agent for the Elite Modeling Agency.

The announcement of an extremely significant Chief Medical Officer, with the ability and expertise to introduce our products to the entire US and international Healthcare marketplace, awaits only the completion of his existing obligation. We anxiously anticipate his formal joining of the team in the very near future.

Expanded resumes of the entire Cytta team can be found on the company's website [Cytta.com](http://Cytta.com).

About Cytta Corp.( [www.Cytta.com](http://www.Cytta.com))

Cytta Corp. has developed an IoT remote monitoring connectivity system and is known for its Cytta Connect open source WiFi, cellular and satellite VeriSmartPhone™ platform, a highly scalable and secure IoT two-way real time monitoring solution called EvrCare™. The Cytta VeriSmartPhone™ technology consists of an 'intelligent' rooted android smartphone reprogrammed at the operating system level as an IoT control interface. This reprogrammed very smart device automatically connects all Bluetooth remote medical monitoring devices to the Oracle Cloud/IoT Platform, and from there to the designated recipients, creating two-way real time data, video and voice communication. The Cytta Connect technology automatically connects all remote monitoring devices to Oracle's Cloud/IoT platform creating real time communication for all IoT market segments

About Doctor Direct Inc.( [www.DoctorDirectInc.com](http://www.DoctorDirectInc.com))

The Doctor Direct or 'doctor directed' model is Cytta's initial, high risk, patient remote monitoring market offering. The technology is a Physician prescribable model for patients with two or more identified morbidities. It is now complete, live patient tested in clinical trials, and has been field deployed. The Doctor Direct segment of the EvrCare™ system is completely open source – Automatically connects any Bluetooth health or wellness devices (i.e. Blood Pressure, Blood glucose, Pulse oxygen, digital scale, etc.) to the VeriSmartPhone™ to the Oracle IoT/Cloud and on to the caregivers anywhere, and anytime.

Data is automatically received by VeriSmartPhone™, interpreted, assessed and recipients determined. VeriSmartPhone™ transmits data in real time to the Dr., Nurse, Caregiver and/or family member along with determination of action level or importance. Dr., Nurse, caregiver, or family member responds to patient via voice, video, SMS or email in real-time through a VeriSmartPhone™ in the patient's home. The Doctor Direct remote patient monitoring system, combined with the new billing/CPT codes for the service, has created the opportunity for real-time patient monitoring and a significant revenue stream to the Physician for providing better quality care.

Safe Harbor Statement/ Forward-Looking Statements



Statements included in this press release, which are not historical in nature, are forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Statements relating to the future performance of the Company are subject to many factors including, but not limited to, the customer acceptance of the products in the market, the introduction of competitive products and product development, the impact of any product liability or other adverse litigation, working capital and availability of capital, commercialization and technological difficulties, the impact of actions and events involving key customers, vendors, lenders, competitors, and other risks. Such statements are based upon the current beliefs and expectations of the Company's management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. When used in this press release, the terms "anticipate", "believe", "estimate", "expect", "may", "objective", "plan", "possible", "potential", "project", "will", and similar expressions identify forward-looking statements. The forward-looking statements contained in this press release are made as of the date hereof, and we do not undertake any obligation to update any forward looking statements, whether as a result of future events, new information, or otherwise.

#### CONTACT INFORMATION

Cytta Corp.  
Gary Campbell, CEO  
Direct (702) 900 7022  
Email: [Gary@Cytta.com](mailto:Gary@Cytta.com)

Jerry Smith, Co-CEO  
Direct (425) 922-7062  
Email: [JI@JISmith.us](mailto:JI@JISmith.us)  
Website: [www.Cytta.com](http://www.Cytta.com)

Doctor Direct Inc.  
Natalia Sokolova, President  
Direct (917) 574 2312  
Email: [natalia@doctordirectinc.com](mailto:natalia@doctordirectinc.com)  
Website: [www.DoctorDirectInc.com](http://www.DoctorDirectInc.com)

Investor Relations Contact:

Complete Advisory Partners  
Office: (586) 228-2290  
Cell: (586) 801-9002