

NEWS RELEASE

dynaCERT UPDATE

January 14, 2016

Toronto, Canada – *dynaCERT* Inc. (TSX –V: DYA) ("*dynaCERT*" or the "Company") is pleased to provide a corporate and operational update.

Mr. Gonzalo Labbé BSc Mech. Eng., MBA, has joined the *dynaCERT* team as a Senior Operation's Manager. He has previously worked in Management positions with multinational companies such as Lufthansa and Shell, and with Cummins and Volvo distributors across South America, building and improving organizational processes to maximize business results. He is the Founder of Enermek S.A.S., a company pioneering the integration of high-tech solutions in energy savings, carbon emissions reduction and fuel economy in Diesel engines. Mr. Labbé, has extensive experience in manufacturing and service operations. For a more detailed CV of Mr. Labbé please refer to the Company website at <http://www.dynacert.com>

Operational Update: *dynaCERT* has begun installation of the 50 HydraGen units, whose purchase was announced in the Company press release dated May 14, 2015. Each truck receiving a HydraGen unit has previously been outfitted with a data logger to gather baseline performance information. After installation the data loggers will continue to track performance, to allow the Company to develop algorithms for the H-ECUs of the HydraGen units.

IR Pro Communications Inc.: The company also wishes to announce that it has entered into a formal agreement with IR Pro Communications Inc. (hereafter referred to as "IRPC"), of Delta B.C., to perform public relations and investor related communications work and support. IRPC is a well-established investor and public relations firm whose knowledge and experience enables successful communication to the investment community. The firm's focus is on emerging small and micro-cap companies providing targeted strategies for increasing their profiles in financial markets. For more information on IRPC follow the following link <http://irprocommunications.com/>.

Upcoming Annual General and Special Meeting: This update also serves as a reminder of the upcoming AGM and Special meeting to be held on Thursday, January 28, 2016 at 11 am (EST), at the Ambiance Banquet Hall, 501 Alliance Ave Toronto On, M6N 2J1. The Company looks forward to sharing with our investors the progress the Company has made to date and our plans, moving forward.

About *dynaCERT* Inc.

dynaCERT Inc. manufactures, distributes, and installs Carbon Emission Reduction Technology for use with internal combustion engines. Our patent-pending technology creates hydrogen and oxygen on-demand through electrolysis and supplies these additives through the air intake to enhance combustion, resulting in lower carbon emissions and greater fuel efficiency. Our technology is currently in use with on-road applications. More information can be found at www.dynacert.com.

READER ADVISORY

Except for statements of historical fact, this news release contains certain "forward-looking information" within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur. In particular, forward-looking information in this press release includes, but is not limited to periodic updates of results, testing programs and results, negotiations with third parties concerning potential business transactions, and the timing of certain going forward projects. Although we believe that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, performance or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking information.

Forward-looking information is based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: uncertainty as to whether our strategies and business plans will yield the expected benefits; availability and cost of capital; the ability to identify and develop and achieve commercial success for new products and technologies; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; the uncertainty of the emerging hydrogen economy; including the hydrogen economy moving at a pace not anticipated; our ability to secure and maintain strategic relationships and distribution agreements; and the other risk factors disclosed under our profile on SEDAR at www.sedar.com. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of the release.

On Behalf of the Board

Murray James Payne, CEO

For more information, please contact:

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