

BluMetric Makes Strategic Board Appointment

Ottawa – 24 August, 2016 – BluMetric Environmental Inc. (TSX-V: BLM) is pleased to welcome Mr. Matt Heffernan, proven business leader and growth-oriented executive, to its Board of Directors.

Currently president and CEO of Zedi Inc., a Calgary-based production operations management company, Mr. Heffernan has been able to increase sales more than 500 percent over 10 years while making the company a significant international player, a process which required transformative changes to the 21-year-old company. His approach recently resulted in the company being named one of the *Globe and Mail's* "Top 75 Great Places to Work in Canada". Prior to this, Mr. Heffernan held executive positions in telecommunications, satellite imaging, and engineering consulting where he was involved with mergers and acquisitions, and subsequently was able to turn faltering business units into high-growth, high-profit operations. With his experience in identifying, negotiating, and absorbing acquisitions, his public- and private-company board appointments, and his track record in product development, Mr. Heffernan will add substantial expertise to the BluMetric Board.

"Matt's career has been based on finding the best ways to help companies grow in international markets," said Murray Malley, BluMetric's Board Chair. "He flourishes in a fast-paced environment, and has demonstrated the ability to drive expansion and change. We are very happy that he has been willing to join BluMetric's Board."

"As our organization evolves, it must continually change and adapt," said Roger Woeller, CEO of BluMetric. "Matt comes to us with a strong record of private and public company experience as a director, executive, and investor in similar business settings to ours. This experience in both supply and delivery of systems and solutions and professional engineering and design services will serve BluMetric well."

In conjunction with Mr. Heffernan's appointment to the Board, he was granted options for 60,000 shares. The options vest over three years, and are exercisable into common shares of BluMetric at a price of \$0.206 per share for a period of five years.

Mr. Heffernan's appointment is subject to TSX-V approval.

About BluMetric Environmental Inc.

BluMetric Environmental Inc. is a publicly traded cleantech company with a portfolio of industry-leading engineering services and proprietary equipment providing sustainable solutions to environmental challenges. Headquartered in Ottawa, Ontario, BluMetric's award-winning team of industry experts serves clients in Canada, the United States, and Central America.

For more information, visit www.BluMetric.ca, or please contact:

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