

March 23, 2016



Rennova Health Redoubles Sales Efforts in California Utilizing In-Network Contracts with Blue Shield, Coventry and Health Smart

Plans Strong Sales Presence at *Innovations in Recovery* 2016 Meeting on April 4th-7th in San Diego as a Co-Host

Hires Jack Seeley, Former Solstas Lab Partners Executive, to Oversee the Diagnostics Sales and Marketing for Rennova

WEST PALM BEACH, Fla.-- **Rennova Health, Inc. (NASDAQ:RNVA) (NASDAQ:RNVAW)**, a vertically integrated provider of industry-leading diagnostics and supportive software solutions to healthcare providers, announces that it is attending the *Innovations in Recovery* 2016 meeting in San Diego as a co-host on April 4th-7th.

Rennova's Credentialing Team has successfully increased Rennova's preferred provider third-party network of payer's in the State of California, which now includes in-network contracts with Blue Shield, Coventry and Health Smart. In addition, Medicaid licenses have been granted over the past few months in more than 20 states, including California.

To drive a redoubled sales effort in California and the rest of the country, Rennova has appointed Jack Seeley as chief executive officer of Medytox Medical Marketing and Sales, Inc., a division of Rennova Health, Inc. Mr. Seeley has a proven track record of business growth and his hiring marks an important milestone in the evolution of Rennova's Diagnostic division, complementing Rennova's focus on maintaining the highest levels of compliance and the success of its credentialing team.

Prior to joining Rennova Health, Mr. Seeley, who has a Bachelor of Science in accounting, was VP, Key Account Management & Strategic Sales for Solstas Lab Partners (now Quest Diagnostics), the largest private full-service clinical testing laboratory serving the Southeast U.S. Solstas was purchased by Quest Diagnostics in March 2014 for a total transaction value of approximately \$570M. During his 14-year tenure, Mr. Seeley held various leadership positions including Vice President of Client Retention, Associate Vice President of Sales Operations and Director of Sales.

Commenting on Mr. Seeley's appointment, Seamus Lagan, chief executive officer of Rennova Health, said, "We are very fortunate to have attracted someone of Jack's caliber and experience to lead the marketing and sales function in our Diagnostic division. His appointment is fortuitously timed as we redouble our efforts in California, armed with additional in-network payor contracts covering as much as 45% of California's private

contractors who are able to refer toxicology tests to our laboratory.

“We also are looking forward to having a strong presence at the *Innovations in Recovery 2016* meeting in San Diego next month,” Mr. Lagan added. “In addition to being a sponsoring host, we will have a booth on the exhibit floor and a full complement of salespeople in attendance. This conference draws behavioral health professionals from the Western U.S., and is a very important event for Rennova.”

Innovations in Recovery 2016 will be held from April 4-7 at the Hotel Coronado in San Diego. The conference focuses on providing the latest information on treatment methods, with experts from across the country providing workshops and keynote presentations on a variety of treatment subjects. Typically, conference attendees have a chance to earn up to 21-24 hours of Continuing Education [and/or Continuing Medical Education credits](#), as well as a [Professionals Certificate in Behavioral Healthcare](#). More information about the conference can be found [\[here\]](#).

About Rennova Health, Inc.

[Rennova Health, Inc.](#) (NASDAQ: RNVA) provides industry-leading diagnostics and supportive software solutions to healthcare providers, delivering an efficient, effective patient experience and superior clinical outcome. Through an ever-expanding group of strategic brands that work in unison to empower customers, we are creating the next generation of healthcare. For more information about Rennova Health, Inc., visit www.renovahealth.com.

Rennova Health Safe Harbor Statement

This press release includes forward-looking statements about Rennova Health’s anticipated results that involve risks and uncertainties, including statements regarding our expectations with respect to the completion of our proposed public offering and the gross proceeds from the offering. These statements are subject to significant risks and uncertainties, actual results could differ materially from those projected and Rennova Health cautions investors not to place undue reliance on the forward-looking statements contained in this release. There can be no assurance that Rennova Health will be able to complete the offering on the anticipated terms, or at all. Risks and uncertainties relating to Rennova Health and this offering can be found in the “Risk Factors” section of the preliminary prospectus and final prospectus related to such proposed offering to be filed with the SEC. Rennova Health undertakes no obligation to update or revise any such forward-looking statements to reflect subsequent events or circumstances, except as may be required by law.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160323005396/en/>

Rennova Health

Sebastien Sainsbury, 561-666-9818

ssainsbury@rennovahealth.com

or

Investors

LHA

Kim Golodetz, 212-838-3777

Kgolodetz@lhai.com

or
Bruce Voss, 310-691-7100
Bvoss@lhai.com

Source: Rennova Health, Inc.