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**Bellevue's CareCap Announces John Soderberg as
Vice President of Sales, Marketing and Business Development**

Fintech Start-Up Poised for Significant Expansion in 2016,
Soderberg to Help Build and Grow Market for Company's In-House Payment Tools

BELLEVUE, Wash. – CareCap, the company behind a new cloud-based platform that enables any business to offer flexible payment options to its customers, today announced John Soderberg as vice president of sales, marketing and business development.

Soderberg will report to the CEO and be responsible for the design and delivery of marketing and sales programs that introduce and grow the company's customer base and revenues among service providers in key vertical markets including doctors, dentists, veterinarians, funeral services, auto repair and home improvements to name a few. In particular, John's senior-level network in the dental segment will offer CareCap access to key channel partners.

“Over the past year, we've grown from a start-up serving dozens of service providers to one serving more than 500. By the end of 2016, we expect that number to be in the several thousands,” said CareCap President and CEO Nevil Hermer. “To manage this kind of rapid growth, we need a seasoned sales and marketing executive who can help us scale the right way and believe that John is the perfect fit.”

Before joining CareCap, Soderberg spent 16 years with Patterson Dental Supply, one of the largest dental distribution companies in North America. During his time with Patterson, he led the Northwest Region to strong sales growth and company-leading net income.

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“I am excited about the future at CareCap and the gap in the market this new technology fits,” said Soderberg. “CareCap provides businesses with easy payment tools that allows them to provide services to consumers that otherwise may not be affordable. It’s the perfect business building solution for providers while satisfying consumer need and demand.”

About CareCap

Founded in 2013, CareCap is the company behind a new cloud-based payment platform that makes it easy for businesses to offer flexible payment options to their customers. With its “Life Made Affordable” approach, the privately-held company based in Bellevue, Wash. currently serves more than 500 businesses and their customers. More information on the company and its cloud-based payment platform can be viewed online at www.carecap.com

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