



CRE8TIVE WORKS ANNOUNCES A CHANGE IN BUSINESS

SCOTTSDALE, ARIZONA, AUGUST 22, 2017 (OTC MARKETS) – Cre8tive Works, Inc. (Ticker: “FILM”) (the “Company”) would like to announce that subsequent to the press release of August 1, 2017, the Company and its management have made the decision to allocate all resources to the development of its healthcare focused cybersecurity business.

Cybercrime

Cybercrime is now the fastest growing crime both domestically and worldwide. According to a recent report published by the FBI, on average there were 4,000 ransomware attacks per day in 2016 or one every 40 seconds. Global damages due to ransomware are predicted to exceed \$5 billion in 2017. That is up from \$325 million in 2015 – a 15X increase in two years. But that is just the beginning. It has been predicted that cybercrime damage will exceed \$6 trillion annually by 2021 and as the world goes digital, humans have moved ahead of machines as the top target for cyber criminals. The hackers understand the human factor and smell blood.

Cybersecurity – Healthcare Industry

In 2015 the healthcare industry was the most attacked by cyber criminals according to the Cyber Security Intelligence Index published by IBM. This same report claimed that nearly 8 out of 10 healthcare institutions were hit. And it is only going to get worse. In a recent article published by CSO it was stated that ransomware attacks on healthcare organizations will quadruple by 2020. According to the Verizon 2016 Data Breach Investigations Report, the healthcare sector is 30 percent more likely than the financial sector to have a breach of the internal network with the average cost of a healthcare breach estimated to be more than \$2.2 million. But not only does a cybersecurity threat pose a financial risk but creates a situation of life and death.

Cybersecurity – Medical Devices

Medical devices can be extremely vulnerable to security breaches potentially impacting the safety and effectiveness of the device. Researchers in Belgium and the UK have demonstrated that it is possible to transmit life-threatening signals to implanted medical devices. Dick Cheney ordered a change to his pacemaker to better protect it from hackers. Johnson & Johnson warned customers about a security bug in one of its insulin pumps last fall. And St. Jude spent months dealing with the fallout in some of its defibrillators, pacemakers, and other medical electronics. There are estimated to be 15 million medical devices in use in U.S. hospitals today with the average bed utilizing 10 to 15 machines. An average size hospital with 500 beds would have a total of 7,500 machines. The devices susceptible to cyber manipulation include: drug infusion pumps; insulin pumps; x-ray systems; cardioverter defibrillators; CT Scanners; and refrigeration units. The fear that these medical devices get held for ransom or manipulation is very real.

The Solution

The Company offers a comprehensive and effective cybersecurity protection package tailored to the healthcare industry comprised of:

Detect – Mitigate – Remediate – Educate

Detect: The Company will perform a structured analysis to identify high risk devices within the client’s network allowing it to address and secure these areas.

Mitigate: Much like a home alarm, the Company will implement a monitoring system designed to detect, alert and mitigate any cyber threats.

Remediate: Once a vulnerability is found, the Company will provide a roadmap for the client to effectively negate the threat.

Educate: Many security threats are due to employee’s lack of education. The Company will provide client employees training on how to spot security threats and to effectively deal with them.

Name Change

As part of the change in business, the Company will be changing its name to Optium Cyber Systems, Inc. The documents to affect the name change will be filed with the State of Nevada in the next ten days. The Company will also be applying to FINRA to have its trading symbol changed.

About Cre8tive Works, Inc.

Until recently, Cre8tive Works specialized in the financing of production ready, independent films that have great potential for financial success. It was the Company’s mission is to identify projects that strike a balance between artistic integrity and commercial viability for the international market and to develop strong relationships with independent filmmakers that will assist them in bringing their vision to fruition while ensuring a solid financial return. The Company is currently undergoing a change in business. It is now positioning itself to be a premier provider of cyber-risk solutions with a specialized focus on the healthcare industry. The Company is publicly traded company having its common shares quoted on the OTC Markets under the symbol "FILM".

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Forward Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See Cre8tive Works, Inc.'s filings with OTC Markets which may identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.

Safe Harbor Statement

This release includes forward-looking statements, which are based on certain assumptions and reflects management's current expectations. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Some of these factors include: general global economic conditions; general industry and market conditions, sector changes and growth rates; uncertainty as to whether our strategies and business plans will yield the expected benefits; increasing competition; availability and cost of capital; the ability to identify and develop and achieve commercial success; the level of expenditures necessary to maintain and improve the quality of services; changes in the economy; changes in laws and regulations, including codes and standards, intellectual property rights, and tax matters; or other matters not anticipated; our ability to secure and maintain strategic relationships and distribution agreements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.