

- News Release -

TSX Venture Exchange: DVV

September 28, 2011

DRIVEN ADVANCES LYN: MORE CLAIMS, SOIL SAMPLING, DRILLING

September 28, 2011 – Driven Capital Corp. (TSXV: DVV) (“Driven” or the “Company”) is pleased to provide an update on current and planned exploration activities at its 100% optioned Lyn Silver Project in the Yukon.

“We have expanded our land package, completed shallow Winkie drilling and carried out soil sampling,” said Toma Sojonky, Driven’s CEO. “We’re now waiting for results and setting our sights on Lyn’s next phase of exploration, which will include conventional drilling at depth and along strike.”

The shallow Winkie drilling program was successful in penetrating visible mineralization in the downdip direction directly beneath veins that were mapped and sampled at surface. With this objective being met and due to performance and core recovery challenges being encountered with the Winkie drill, the program was suspended after five holes in favour of more cost effective conventional drill methods to be utilized in the next phase.

A field crew has completed a geochemical soil sampling program, consisting of 433 samples, across areas adjacent to known high-grade silver mineralization, with the objective of expanding the target areas for the planned Phase II drilling program referenced below.

The Company is awaiting the analytical results for a total of 557 outstanding grab, chip, channel, core and soil samples submitted to ALS Canada Ltd.’s North Vancouver lab. Results will be published as they become available.

Driven also reports that it has staked 30 additional claims covering what is believed to be a continuation of host sediments under glacial cover. The new staking expands the project to 260 contiguous quartz claims named LYN 1 through LYN 260 inclusive, now having an area of approximately 5,435 hectares.

A Phase II, conventional core drilling program of up to 2,000 metres is currently planned during 2012. Driven is in the process of finalizing an application for a Yukon Class 3 Permit, which would allow for the Phase II drilling campaign. The Company intends to tender a drilling contractor this autumn.

Geologist U. Peter Kurisoo, a Director of the Company, is the Qualified Person under National Instrument 43-101 responsible for the technical information in this news release.

Driven is a publicly traded exploration company focused on the discovery of high-value precious metals deposits in North America. Please visit our web site at www.DrivenCapital.ca. For further information please contact Toma Sojonky, President & CEO, at (604) 569-0799.

On Behalf of the Board of Directors of Driven Capital Corp.,

“Toma Sojonky”

Toma Sojonky, President & CEO

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