# Press Release

## FOR IMMEDIATE RELEASE

## CRITICAL OUTCOME TECHNOLOGIES INC. INVITED TO PRESENT DATA ON COTI-2 AT US ONCOLOGY SUMMIT

**London, Ontario (March 23, 2010):** Critical Outcome Technologies Inc. (COTI) (TSX Venture: COT) is pleased to announce that it has accepted an invitation from US Oncology to present at the US Oncology Translational Oncology Program (TOP) Science Summit in Houston, Texas, on March 27, 2010.

The TOP science summit is a collaborative forum of scientific and academic thought leaders in early phase oncology research who assemble at this annual event to discuss new trends in oncology drug development and learn about promising investigational cancer compounds entering development. The US Oncology Research TOP Committee and key representatives from US Oncology's clinical research organization (CRO) US Oncology Clinical Development will be in attendance. This includes a group of 30 investigators that lead cancer research in community practice research sites across the United States. This summit will facilitate detailed feedback and networking opportunities for COTI regarding the development strategies for its promising drug candidate COTI-2.

"The US Oncology Research team has recognized the importance of engaging in cutting edge research in order to obtain new therapies for our patients as early as possible in the drug development process," said Dr. Steve Jones, Medical Director of US Oncology Research, a wholly owned subsidiary of US Oncology, Inc. "We are delighted to have Dr. Wayne Danter present the COTI-2 data package, as it represents a promising new treatment for many patients."

The opportunity to present at this exclusive event was a result of the evolving working relationship between COTI and Daniel Von Hoff, M.D., Physician-In-Chief of the Phoenix-based, non-profit Translational Genomics Research Institute (TGen), and Chief Scientific Officer for US Oncology. It was announced on Jan. 12, 2010, that Dr. Von Hoff and TGen Drug Development (TD2), a TGen subsidiary, would lead efforts to obtain approval for clinical trials of COTI-2.

"I am delighted that the COTI team will be briefing US Oncology on COTI-2, an interesting new agent with what appears to be a highly desirable mechanism of action," said Dr. Von Hoff. "I am confident that the insights gained from the US Oncology team will help direct the clinical path for COTI-2."

Dr. Wayne Danter, President and Chief Scientific Officer of COTI, said, "It is with great pleasure that I have accepted Dr. Von Hoff's invitation to attend this important event in the oncology community and I look forward to receiving insight for the development plan of COTI-2 from this highly qualified audience. It is my sincere belief that participation in this summit will provide value to COTI."

Mr. Michael Cloutier, Chief Executive Officer of COTI, said, “We are delighted to have been given the opportunity by Dr. Von Hoff to increase COTI-2’s profile in the oncology community.”

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**About COTI-2**

COTI-2 is a novel small molecule that acts by inhibition of Akt/PKB (Protein kinase B) phosphorylation that leads to caspase-9 activation in cancer cells resulting in apoptosis or programmed cell death. COTI-2 is easily synthesized and has good *in vitro* and *in vivo* efficacy against multiple cancers including small cell lung, non-small cell lung, colon, brain, ovarian, endometrial and pancreatic cancers. COTI-2 test results show it to be highly effective as a single agent therapy and as a combination therapy in a number of animal models of human cancers. COTI-2 differs from other cancer treatments in that other treatments involve the killing of all growing and dividing cells in the body resulting in significant toxic side effects while COTI-2 appears to target and destroy cancer cells only and has demonstrated low toxicity in normal human cells compared to human cancer cells. The combined scientific evidence indicates that COTI-2 is an ideal agent for combination therapy with current standard agents for a number of cancers. COTI is currently evaluating partners to share in the risk/reward of development via a licensing agreement for COTI-2. To request a non-confidential data package or discuss a partnership concerning COTI-2 please contact Michael Barr, Director of Business Development and Marketing at mbarr@criticaloutcome.com.

**About US Oncology and Translational Oncology Program (TOP)**

US Oncology, Inc. is the leading oncology services company uniting the nation’s largest cancer treatment and research network to expand patient access to high-quality, cost-effective cancer care and advance the science of cancer care. Headquartered in The Woodlands, Texas, US Oncology provides a broad range of solutions to community oncologists, patients, payers, and the medical industry across all phases of the cancer care research and delivery system, and deploys innovation, technology, research and the use of evidence-based medicine and shared best practices to improve patient outcomes and offer a better patient experience. US Oncology has played a fundamental role in the development of 39 cancer therapies approved by the FDA. The TOP is designed to address the special challenges of Phase I clinical trials, including increased safety concerns and more complex trial designs. TOP represents US Oncology’s goal to take a leadership role in advancing new cancer therapies and providing an opportunity for network physicians and nurses to work with new agents early in the development process. For more information, visit www.usoncology.com.

**About TD2**

TGen Drug Development (TD2), a wholly owned subsidiary of the Translational Genomics Research Institute (TGen), is a 501(c) 3 non-profit organization. TD2 provides innovative services for oncology-focused biopharmaceutical companies using a dedicated team of professionals with broad experience and understanding in drug development. TD2 is uniquely positioned to support the need for improved and accelerated development of new chemical entities (NCE's) for life-threatening diseases. TD2 uses a unique combination of experience gained through its contract research organization business, and an integrated suite of proprietary and non-proprietary tools, preclinical study execution, regulatory affairs assistance, clinical trial design and management, and drug development experts to successfully move therapeutics towards regulatory approval. TD2 is dedicated to reducing the risks and uncertainty inherent in the drug development process. For more information, visit www.td2.org.

**About Critical Outcome Technologies Inc. (COTI)**

COTI is formed around a unique computational platform technology called CHEMSAS®, which allows for accelerated identification and optimization of targeted small molecules potentially effective in the treatment of human diseases for which current therapy is either lacking or ineffective. COTI is focused on preparing COTI-2 for an Investigational New Drug filing in the USA in 2011. Including COTI-2, the company has a significant preclinical pipeline targeting large market opportunities such as: small cell lung and colorectal cancer, adult acute leukemia and other cancers, multiple sclerosis, HIV integrase, and Alzheimer's disease. For further information, visit www.criticaloutcome.com.

For further information, please contact:

Media Contacts:

Michael Barr
Director of Business Development and Marketing
COTI
519-858-5157
mbarr@criticaloutcome.com

Jennifer Horspool
Director Corporate Communications
US Oncology
281-863-6739
Jennifer.Horspool@usoncology.com