

FOR IMMEDIATE RELEASE

CRITICAL OUTCOME TECHNOLOGIES INC. SELECTED FOR CONSULATE GENERAL OF CANADA LIFE SCIENCES PARTNERING MISSION

London, Ontario (September 14, 2010): Critical Outcome Technologies Inc. (COTI) (TSX Venture: COT) announced today that the Company was selected by the Consulate General of Canada and BIOTECanada to attend a life sciences partnering mission in Boston, MA. This initiative is being held in conjunction with the BioPharm America conference taking place September 15-17, 2010.

COTI is one of ten Canadian companies that will participate in this partnering mission and has arranged a number of one-on-one meetings with pharmaceutical, biotechnology and investment organizations in the Boston area. COTI will be represented by Dr. Wayne Danter, Chief Executive Officer (CEO), and Mr. Michael Barr, Vice President of Business Development and Marketing. As part of the partnering mission they will attend an invitation only dinner along with executives from several pharmaceutical companies.

The objective of these meetings is to present detailed scientific information on COTI-2 and to discuss licensing opportunities, as COTI-2 continues its development towards a Phase 1 clinical trial in 2011.

Some of the recent and more important COTI-2 scientific developments being presented include:

- Evidence from protein expression and silencing RNA experiments confirming mechanism of action
- Completion of a final intravenous formulation
- Completion of a sensitive detection method in animal plasma
- Progress in the development of a final oral formulation with improved bioavailability

“We are delighted to participate in the Canadian life sciences partnering mission to Boston and to be given the opportunity to share with a targeted audience the continued progress of our lead candidate, COTI-2”, said Dr. Wayne Danter, CEO of COTI. “This new data will stimulate further discussions as we continue to evaluate our options pertaining to a licensing deal for COTI-2.”

Notice to Readers

Information contained in this press release may contain certain statements which constitute “forward-looking statements” within the meaning of the Securities Act (Ontario) and applicable securities laws. For example, the statement “continue to evaluate our options pertaining to a licensing deal for COTI-2” is a forward-looking statement. Forward-looking statements, by their nature, are not guarantees of future performance and are based upon management’s current expectations, estimates, projections and

assumptions. COTI operates in a highly competitive environment that involves significant risks and uncertainties which could cause actual results to differ materially from those anticipated in these forward-looking statements. Management of COTI considers the assumptions on which these forward-looking statements are based to be reasonable, but as a result of the many risk factors, cautions the reader that actual results could differ materially from those expressed or implied in these forward-looking statements. Information in this press release should be considered accurate only as of the date of the release and may be superseded by more recent information disclosed in later press releases, filings with the securities regulatory authorities or otherwise.

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 has demonstrated greater selectivity, improved safety profile and pharmacokinetics in comparison to other Akt inhibitors. 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, triple negative breast and pancreatic. 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 healthy 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, Vice President of Business Development and Marketing at mbarr@criticaloutcome.com.

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 its lead anti-cancer compound, COTI-2, for an Investigational New Drug filing in the USA in 2011. In addition to COTI-2, the company has a significant preclinical pipeline targeting large market opportunities such as: adult acute leukemia and other cancers, multiple sclerosis, HIV integrase, and Alzheimer's disease.

For further information, please visit the website at www.criticaloutcome.com or contact:

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