



Press Release

CRITICAL OUTCOME TECHNOLOGIES STRENGTHENS ITS INVESTOR RELATIONS CAPABILITIES

Expands international presence and enhances core competencies

London, Ontario (September 1, 2015): Critical Outcome Technologies Inc. (“COTI” or the “Company”) (TSX Venture: COT; OTCQB: COTQF) announced today it has engaged Outreach 99 LLC (“Outreach”) to manage and direct its investor relations program and act as its primary investor relations contact in communicating the investment potential of the Company to its shareholders and in expanding the Company’s visibility in the investment community.

Paul Papi, Founder and President of Outreach 99 LLC a Boston area company, will personally direct the Outreach team in advising the Company in all facets of corporate and investor communications.

Mr. Papi, a seasoned pharmaceutical and investment banking veteran, stated, "Critical Outcome Technologies is entering into a very exciting period with their first compound beginning a Phase 1 clinical trial for ovarian cancer. COTI 2 will be dosed in the first cohort of patients at University of Texas MD Anderson Cancer Center this month. Ovarian and other gynecological cancers affect nearly 90,000 women each year and the preclinical studies show that COTI 2 potentially represents an important new treatment option."

While Company CEO Dr. Wayne Danter and CFO Gene Kelly have had an open-door policy with investors, their increasingly demanding schedules preclude them from being consistently available to investors. Investors can now contact Outreach 99 LLC at 508-444-6790 with inquiries concerning many of their interests regarding the Company.

The Outreach team has over 35 years of experience in life sciences. The expertise includes executive management in the pharmaceutical industry, investment banking, non-deal road shows and financial analysis. Mr. Papi stated, "I look forward to working closely with the COTI team and investment community to disseminate this exciting corporate story."

The agreement is for an initial one year term with the ability to terminate upon ninety days written notice. Under the engagement, Outreach receives a monthly consulting fee and was granted 300,000 share options with a life of five years, exercisable at \$0.30 per share and vesting in equal amounts on a quarterly basis in arrears during the initial year of the agreement. The agreement is subject to the acceptance of the TSX Venture Exchange.

About Critical Outcome Technologies Inc. (COTI)

COTI is a biopharmaceutical company using machine learning to rapidly develop targeted therapies. COTI's proprietary artificial intelligence platform, CHEMSAS®, utilizes a series of predictive computer models to identify compounds with a high probability of being successfully developed from disease specific drug discovery through chemical optimization and preclinical testing. These compounds are targeted for a variety of diseases, particularly those for which current treatments are either lacking or ineffective.

Follow @CriticalOutcome on Twitter at <http://twitter.com/CriticalOutcome>

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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