

CRITICAL OUTCOME LAUNCHES ROSALIND – A PRECISION MEDICINE PLATFORM DESIGNED TO PROVIDE CANCER TREATMENT OPTIONS

London, Ontario (March 14, 2016): Critical Outcome Technologies Inc. (“COTI” or the “Company”) (TSX Venture: COT; OTCQB: COTQF), announced today the launch of [ROSALIND™](#), a smart data platform designed to provide personalized drug treatment options for cancer patients based on the genetic mutation and expression profile of an individual's tumor. Using advanced algorithms for dealing with big data problems, ROSALIND makes it possible to evaluate what available drug treatments may be effective for an individual's specific cancer while minimizing potential side effects using advanced algorithms.

“We believe ROSALIND will empower physicians to make efficient individual patient treatment decisions based on an individual's cancer gene mutation and expression profile,” said Dr. Wayne Danter, President and CEO. “Leveraging the rapid advancements in genomic technologies and our understanding of the causal relationship between gene mutations and cell signaling abnormalities in cancer cells, ROSALIND is an exciting opportunity to make truly personalized cancer care a reality. Our vision for ROSALIND is that more personalized cancer treatments will lead to better patient outcomes and, ultimately, a lower cost of cancer therapy.”

At the core of the proprietary ROSALIND platform is a dynamic, programmable computer simulation of how cell signaling pathways are altered by specific gene mutations that are associated with specific types of cancers.

ROSALIND has successfully undergone initial validation but now requires further real world testing. Assessments suggesting optimal personalized drug treatment options are immediately available for physicians to order free of charge during this validation phase. In a recent system stress test, ROSALIND evaluated 1.4 million drug combinations and provided multiple potential treatment options for patients in less than 90 minutes.

The Company also launched a ROSALIND specific website today at www.ROSALINDonline.com.

About ROSALIND™

ROSALIND is a smart data platform for realizing the promise of personalized medicine for cancer patients everywhere. Using our proprietary programmable computer simulation of cancer cell signaling, ROSALIND is designed to realize the therapeutic potential of the important information

derived from increasingly accessible cancer gene mutation profiles. The goal of ROSALIND is to provide better personalized treatment options based on the genetic profile of the patient's cancer. ROSALIND is brought to you by the ROSALIND division of Critical Outcome Technologies Inc.

About Critical Outcome Technologies Inc.

COTI is a biopharmaceutical company advancing the treatment of cancer through targeted therapeutics. The Company's lead compound, COTI-2, has a novel p53-dependent mechanism of action with selective and potent anti-cancer activity. The initial therapeutic indication is in gynecologic cancers, which includes ovarian, cervical, and endometrial cancers; a Phase 1 clinical trial began at MD Anderson Cancer Center in December 2015. The Company has secured orphan drug status for the ovarian indication in the U.S. and is planning additional studies in other cancer indications such as head and neck, Li-Fraumeni Syndrome, and acute myelogenous leukemia, based upon more than ten animal xenograft models showing both single and combination agent activity of COTI-2 with other leading cancer drugs. Preclinical data provides evidence to suggest a potentially dramatic change in the treatment of cancers with mutations of the p53 gene.

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cancer therapy” are forward-looking statements. 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.