

CRITICAL OUTCOME TECHNOLOGIES INC. STRENGTHENS INVESTOR COMMUNICATIONS

Engages Investor Relations Firm

London, Ontario (April 16, 2013): Critical Outcome Technologies Inc. (“COTI” or the “Company”) (TSX **Venture: COT**) announced today that it has retained Heisler Communications (“HC”) to provide strategic investor relations and communications services on behalf of the Company. HC is a Toronto-based communications consulting firm providing a full range of services to help public companies build awareness, manage investor expectations and broaden and strengthen investor relationships.

The agreement is for an initial six month term subject to termination upon 30 days written notice. Under the engagement, HC will receive a monthly consulting fee of \$4,800.

"With a broad range of services and extensive investor relations and capital market experience, we expect that HC will be a real asset to the Company in developing durable relationships with investors and building on our existing investor relationships," said Dr. Wayne Danter, Chief Executive Officer.

About Heisler Communications

Heisler Communications helps companies large and small tell their stories to investment bankers, investors and other stakeholders. Based in Toronto, and owned and operated by Mr. Trevor Heisler, the firm provides a full range of investor relations services, including investor strategy development and implementation, improving shareholder communications, and improving access to targeted investor audiences. Heisler Communications currently maintains a small client base, which enables the firm to provide a quality, personalized service for its clients. Prior to starting Heisler Communications, Mr. Heisler managed a start-up investor relations practice focused on China-based businesses after having been a senior member and key contributor to the diversified industries group at TMX|Equicom for several years.

For further information, visit www.heislercommunications.com

About Critical Outcome Technologies Inc.

COTI is a leading-edge company specializing in accelerating the discovery of small molecules thus enabling these new drugs to be brought to market in a more cost effective, efficient and timely manner. COTI'S proprietary artificial intelligence system, CHEMSAS®, utilizes a series of predictive computer

models to identify compounds with high probability of being successfully incorporated in disease-specific drug discovery, as well as subsequent optimization and preclinical development. These compounds are targeted for a variety of diseases, particularly those for which current treatments are either lacking or ineffective.

For more information, visit www.criticaloutcome.com

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Heisler Communications		

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