

FOR IMMEDIATE RELEASE

CRITICAL OUTCOME TECHNOLOGIES INC. STRENGTHENS MANAGEMENT RESOURCES

Engages Investor Relations Firm

London, Ontario (May 2, 2012): Critical Outcome Technologies Inc. (COTI) (TSX Venture: COT) announced today that it has retained SectorSpeak Inc. (SSI) to provide strategic investor relations and communications services on behalf of the Company. SSI is a Winnipeg based capital markets consulting firm focused on the technology, clean tech, and health sciences sectors.

The agreement is effective May 1, 2012 for a minimum six month term subject to termination upon 30 days written notice. Under the engagement, SSI will receive a monthly consulting fee of \$6,000 and 300,000 stock options (Options). One quarter of the Options vest at the end of each quarter over the next year, are exercisable at a price of \$0.21 and have a 5 year expiry term.

"With extensive investor relations and capital market experience, SectorSpeak is expected to be a real asset to the Company in assisting with developing durable relationships with investors and building on our existing investor relationships," said Dr. Wayne Danter, CEO of COTI.

About SectorSpeak Inc.

SectorSpeak Inc., owned and operated by Mr. Hogan Mullally, is an investor relations consulting firm with over eight years of investor relations experience. SSI maintains a small client base which enables it to provide a quality personalized service for its clients. Current clients include a number of TSX Venture Exchange companies. SSI has relationships with retail brokers and institutional investors in all the major Canadian investment centers. For further information, visit www.sectorspeak.com.

About Critical Outcome Technologies Inc. (COTI)

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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