

FOR IMMEDIATE RELEASE

CRITICAL OUTCOME TECHNOLOGIES INC. ANNOUNCES THE ISSUANCE OF STOCK OPTIONS

London, Ontario (July 17, 2008): Critical Outcome Technologies Inc. (TSX Venture: COT) announced today that the Board of Directors approved the granting of 100,000 stock options to a senior manager of the Company at its Board meeting of July 16, 2008 under the Company's Stock Option Plan. The options have a life of five years and are exercisable at a price of \$1.20 per share with one-sixth of these vesting immediately and one-sixth vesting every six months until complete vesting on January 15, 2011. The exercise price represents the closing price of the Company's common shares on July 15, 2008, as reported on the TSX Venture Exchange.

"Stock options enhance the Company's ability to attract and retain talented people by providing compensation incentives to employees, directors, officers and consultants for future services provided to the Company" advised John Drake, CEO. "We believe this to be important recognition for a key member of our team".

About Critical Outcome Technologies Inc. (COTI)

COTI is formed around a unique computational platform technology called CHEMSAS[®], which allows for the accelerated identification, profiling and optimization of targeted small molecules potentially effective in the treatment of human diseases for which current therapy is either lacking or ineffective. COTI's business is focused on the discovery and pre-clinical development of libraries of optimized lead molecules for the treatment of specific cancers, HIV and multiple sclerosis. Currently, five targeted libraries of lead compounds (small cell lung cancer, multiple sclerosis, HIV integrase inhibitors, colorectal cancer, and acute myelogenous leukemia in adults) are under active development.

For more information, please visit our website www.criticaloutcome.com or contact:

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