



Press Release

FOR IMMEDIATE RELEASE

CRITICAL OUTCOME TECHNOLOGIES INC. ENGAGES PULLAN CONSULTING TO OBTAIN A LICENCING DEAL FOR COTI-2

London, Ontario (November 12, 2009): Critical Outcome Technologies Inc. (COTI) (TSX Venture: COT) announced today that the Company has engaged Pullan Consulting to bolster its internal efforts in obtaining a licensing deal for its lead oncology compound COTI-2.

Established in 2006, Pullan Consulting is a California-based biotechnology business development consulting firm led by Dr. Linda Pullan, Ph.D. that has worked with over 50 biotech and pharmaceutical companies in an advisory capacity related to drug development, valuation analysis and negotiation for strategic alliances and licensing deals.

Dr. Pullan has more than 20 years of experience in the pharmaceutical and biotechnology industry. Prior to establishing Pullan Consulting, Dr. Pullan was Vice President of Business Development of Kosan Biosciences Inc., a cancer therapeutics company acquired by Bristol-Myers Squibb in 2008, Director of Oncology and Hematology Licensing at Amgen Inc., Collaborations Manager at ICI/Zeneca (now AstraZeneca), and worked in drug discovery research at Monsanto/Searle (now Pfizer). She earned her Ph.D. in Biochemistry from the University of California at Riverside. She has authored 66 publications. Dr. Pullan has completed 8 deals as a consultant and more than 20 deals during her business development career including preclinical licensing deals and company acquisitions.

"I'm delighted to be able to work with the COTI team. I have found their approach to science and partnering both professional and thoughtful," said Dr. Pullan. "I am intrigued by COTI-2's novel mechanism of action, and with efficacy shown in animals against several cancer cell lines and low toxicity, I believe it is a highly marketable asset. I look forward to working with COTI on a successful licensing transaction."

"We are very pleased to have engaged Pullan Consulting. This marks an intensification in our efforts to enter into a licensing deal for our lead oncology candidate COTI-2", said COTI Chief Executive Officer, Michael Cloutier. "Dr. Pullan's track record of success in deal making is very relevant not only for licensing COTI-2, but also for our growing portfolio of drug development candidates."

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. Currently, six targeted libraries of lead compounds are under active development; small cell lung cancer, multiple sclerosis, HIV integrase inhibitors, acute myelogenous leukemia, colorectal cancer and Alzheimer's disease.

For further information, please visit the website at www.criticaloutcome.com or contact:

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