



Press Release

FOR IMMEDIATE RELEASE

CRITICAL OUTCOME TECHNOLOGIES INC. ENGAGES FINANCIAL MARKETS ADVISOR

London, Ontario (January 18, 2010): Critical Outcome Technologies Inc. (COTI) (TSX Venture: COT) announced today that it has engaged FronTier Consulting, a financial markets consultant, to assist the Company with raising awareness of COTI within the Canadian investment community. Frontier will introduce the Company to its network of private and institutional equity investors as well as providing or arranging for other market services as appropriate during the engagement. The agreement is for an initial period ending April 30, 2010 but may be extended thereafter as the parties may agree.

Under the engagement, FronTier will receive a monthly fee of \$7,700 and 200,000 stock options for the consulting services. One quarter of the options will vest every three months over a one year period and all options will expire in 5 years. The first 50,000 options to vest have an exercise price of \$0.50 and the remaining 150,000 options have an exercise price of \$0.65.

About FronTier Consulting

FronTier Consulting is a Toronto based financial markets consulting firm that helps companies with corporate initiatives such as raising capital, general communications, and business networking. Frontier works together with their clients to create a plan that will enable them to reach their corporate goals using Frontier's formal performance based programs. For more information, please visit www.consultwithfrontier.com.

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, adult acute leukemia, colorectal cancer and Alzheimer's disease.

For more information, please visit our website www.criticaloutcome.com or contact us at 519-858-5157.

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