



PRESS RELEASE

CRITICAL ELEMENTS HIRES PARADOX FOR IR

APRIL 11, 2013 – MONTREAL, QUEBEC – **CRITICAL ELEMENTS CORPORATION** (TSX.V: CRE) (US OTCQX: CRECF) (FSE: F12) (the “Company”) announces that the service contract with Paradox Public Relations has been renewed. Paradox will focus on developing and expanding the Company’s communications with the financial community through a full investor relations program. The services being provided by Paradox Public Relations to Critical Elements Corporation includes marketing to the financial community, an inbound email service, use of an exclusive Paradox database, organization of meetings and presentations, and service calls on behalf of the Company. The agreement is for a 24-month period with a monthly fee of \$7,000. Paradox will also receive 450,000 stock options to purchase the same number of common shares of the Company at a price of \$0.20 per share for 2 years.

These options will vest over a 12-month period at a rate of 25% per quarter. The options are granted in accordance with the Policy 4.4 of the TSX Venture Exchange and the terms and conditions of the Company’s Stock Option Plan.

The above-mentioned agreement is subject to the approval of the TSX Venture Exchange.

Critical Elements shareholders, please contact:

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Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.