**OIL OPTIMIZATION INC. ANNOUNCES APPOINTMENT OF CFO AND BOARD MEMBERS**

Calgary, Alberta November 14, 2016 - Oil Optimization Inc. ("the Corporation”) announces the appointment of Mr. Anthony Jackson CPA, CA, as its Chief Financial Officer. Mr. Jackson is currently a principal of Jackson & Company Chartered Professional Accountants, providing financial advice and reporting services to private and public companies. Mr. Jackson was formerly with Ernst & Young LLP and is a member of the BC and Canadian Institutes of Chartered Professional Accountants. He holds a Bachelor of Business Administration degree from Simon Fraser University and has also attained relevant experience as a Director and Chief Financial Officer of numerous publicly-traded companies.

Luc Desmarais, President & CEO of the Corporation, is also pleased to announce the appointments of Mr. Marc Branson and Mr. Mark Lawson as Directors of the Corporation.

Mr. Branson brings valuable public company management experience and possesses skill sets ideally suited to ensure the Corporation achieves its current strategic goals. Mr. Branson is currently the President and Chief Executive Officer of Valparaiso Energy Inc., and has served as a director and officer for several reporting issuers.

Mr. Lawson was recently the President & Director of a private, emerging markets focused upstream oil & gas company that acquired an indirect interest in a former Chevron oil, gas and condensate field, offshore Nigeria. This field has subsequently achieved production of first oil as of May, 2016.

Mr. Lawson worked as an investment banker with Morgan Stanley in New York where he was involved in the execution of over $6 billion worth of mergers and acquisitions, $8 billion worth of debt offerings and $500 million of equity financings. Mr. Lawson is currently a director of Claren Energy Corp. (TSXV: CEN) and served as a director and officer of selected publicly-traded companies in the energy and mining sectors.

He received a Bachelor of Arts in Statistical Sciences from The University of Western Ontario, and an MBA from *The Richard Ivey School of Business*, The University of Western Ontario. Mr. Lawson was also a first round draft pick of the CFL Edmonton Eskimos.

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**For additional information contact:**
**Luc Desmarais President & CEO**
**Email: luc@desmarais.com**