

FOR IMMEDIATE RELEASE

Two of MedMira's Multiplo™ Tests Procured for UNAIDS Program in Central Asia

Company's multiplex rapid tests for HIV, syphilis, hepatitis B and C to be used in mobile clinics

Halifax, Nova Scotia, January 28, 2015 – MedMira Inc. (MedMira) (TSXV: MIR) has received payment for an initial \$100,000 order of its Multiplo rapid tests which will be used in a collaborative mobile health initiative in Uzbekistan. Donated by the Government of the Russian Federation and aligned with UNAIDS and World Health Organization (WHO) global health priorities, these innovative mobile clinics are mini hospitals on wheels that travel to the most remote areas of a country providing cutting edge medical services, which would be otherwise unavailable. The unique, portable, and easy-to-use Multiplo rapid tests will enable Uzbekistan's Republican AIDS Center, the organization operating the mobile clinics, to provide highly accurate, on-the-spot screening and prevention initiatives for HIV, syphilis (TP), hepatitis B (HBc) and C (HCV).

"Working with UNAIDS and other collaborators on this important program in Uzbekistan is garnering international recognition for our Multiplo products. We fully support the work of UNAIDS and related organizations, including the WHO, UNICEF and World Bank, and look forward to being a part of their screening and prevention programs in Central Asian countries, such as Uzbekistan," said Hermes Chan, CEO, MedMira Inc. "MedMira's rapid tests, built on our innovative RVF technology platform, have a role to play in screening programs, regardless of whether the testing is performed in a state-of-the-art hospital lab or the back of a mobile clinic vehicle in the field. No other technology can match the speed, ease of use, and the versatility of Multiplo tests."

UNAIDS unites the efforts of 11 UN organizations – UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO, and the World Bank – and works in conjunction with the Republican AIDS Center, part of the Ministry of Health of the Republic of Uzbekistan, to facilitate innovative screening programs that localize global health strategies and initiatives. MedMira's Multiplo rapid tests, which deliver multiple, instant results, will enable the Center to simultaneously double or triple its testing and prevention efforts in the mobile clinics.

Chan continued "Equipped with Multiplo tests, the mobile clinics in Uzbekistan can increase screening efforts to prevent the spread of not just a single disease but now HIV, syphilis, hepatitis B and C at the same time. As healthcare providers, aid organizations, and public health agencies around the world implement our unique products, they immediately realize the value and benefits that are brought to their programs. These benefits include fewer patients lost to follow-up and being able to provide immediate counselling and treatment because of the speed of the tests; as well as maximizing resource utilization and improving the bottom line by delivering multiple results on a single test."

Multiplo TP/HIV and Multiplo HBc/HIV/HCV tests are already being used in testing programs in several Latin America countries and in programs in India. Additionally, the Multiplo TP/HIV test is in the final technical evaluation phase of the WHO Prequalification of Diagnostics program and MedMira is conducting multi-center clinical trials to support United States FDA approval for the Multiplo HBc/HIV/HCV test, where it will be used by customers in military, public health, tissue banking, and mainstream healthcare sectors.

About MedMira

MedMira is a leading developer and manufacturer of vertical flow rapid diagnostics. The Company's tests provide hospitals, labs, clinics and individuals with instant diagnosis for diseases such as HIV and hepatitis C in just three easy steps. The Company's tests are sold under the Reveal®, Multiplo and Miriad™ brands in global markets. Based on its patented Rapid Vertical Flow Technology™, MedMira's rapid HIV test is the only one in the world to achieve regulatory approvals in Canada, the United States, China and the European Union. MedMira's corporate offices and manufacturing facilities are located in Halifax, Nova Scotia, Canada. For more information visit medmira.com.

This news release contains forward-looking statements, which involve risk and uncertainties and reflect the Company's current expectation regarding future events including statements regarding possible approval and launch of new products, future growth, and new business opportunities. Actual events could materially differ from those projected herein and depend on a number of factors including, but not limited to, changing market conditions, successful and timely completion of clinical

studies, uncertainties related to the regulatory approval process, establishment of corporate alliances and other risks detailed from time to time in the company quarterly filings.

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