FOR IMMEDIATE RELEASE

MedMira Submits Reveal G4 Whole Blood Rapid HIV Test For U.S. FDA Approval

Company's most advanced rapid HIV test expands product applications to point-of-care settings

Halifax, Nova Scotia, April 20, 2015 – MedMira Inc. (MedMira) (TSXV: MIR) has completed the submission of a supplement to their existing Premarket Approval for the United States Food and Drug Administration (FDA) approval of the next generation of its Reveal rapid HIV test. The supplement requests FDA approval of Reveal® G4 Rapid HIV-1 Antibody Test (Reveal G4), which adds the detection of HIV antibodies in fingerstick and venipuncture whole blood, to the product's current capabilities in testing serum and plasma specimens.

"Reveal G4 represents a significant milestone in our sales and marketing expansion in the United States and this submission marks the first in a series of regulatory submissions we will be making as we introduce new products in this market," said Dr. Kevin Jones, Senior Director, Global Sales & Marketing, MedMira Inc. "Reveal G4 also builds on MedMira's commitment to delivering the most innovative rapid testing solutions to our customers. The whole blood capabilities in Reveal G4 will expand product applications to physician offices, mobile testing vehicles, and convenience care clinics where much of the HIV testing is taking place as healthcare providers implement the latest guidelines for routine screening."

Built on MedMira's patented Rapid Vertical Flow Technology™ (RVF) platform, Reveal G4 offers point-of-care (POC) users a simple 3-step whole blood procedure which is completed in less than three minutes. The product will be sold in three distinct packaging formats, designed to meet the needs of a broad range of customers, including fingerstick whole blood (POC format), venipuncture whole blood/serum/plasma (LAB+ format), and serum/plasma (LAB S/P).

MedMira has successfully served customers in hospitals and laboratories with a serum/plasma version of its Reveal rapid HIV test for the past decade. Reveal is routinely ranked as a top performer in these market sectors with the highest sensitivity and specificity as well as performance comparable to complex laboratory systems.

The submission to the FDA is based on results from multi-center clinical trials conducted across the United States where Reveal G4 showed excellent results with fingerstick and whole blood specimens from a broad range of demographics. The additional whole blood capabilities of Reveal G4 will enable healthcare providers to better serve individuals 15-65 years of age and pregnant women seeking routine screening, helping to reduce the 50,000 new HIV infections in the US each year, including 100 to 200 babies born with HIV.

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. Follow us on Twitter and LinkedIn.

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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