

FOR IMMEDIATE RELEASE

MedMira Opens US Subsidiary in Atlanta, GA

New office to support US-focused product line expansion, growing customer base, and increasing sales initiatives such as the upcoming 2015 AACC Annual Meeting

Atlanta, Georgia, July 20, 2015 – MedMira Inc. (MedMira) (TSXV: MIR) has incorporated MedMira US Inc., a wholly owned subsidiary, and opened its first US sales and customer service office in Atlanta, GA. Located in [Buckhead Tower](#) at 3399 Peachtree Road NE, MedMira US Inc. supports the Company's US sales team, growing customer base, and fundamental strategic focus on the US market. A complement to MedMira's corporate, R&D, and manufacturing facilities in Halifax, Nova Scotia, Canada, the new US operation will be headed by Dr. Kevin Jones, who joined MedMira in 2013 with over 20 years of experience in medical, diagnostics, and life sciences product sales and marketing.

"Atlanta makes a lot of sense as the location for our first US office, with easy access to our home base in Canada as well as global markets, great logistics and warehousing options, and the headquarters for the Centers for Diseases Control and Prevention (CDC), the Food and Drug Administration (FDA), the Carter Center, Care, International Rescue Center, and other potential collaborators," said Dr. Kevin Jones, Senior Director, Global Sales & Marketing, MedMira Inc. "MedMira's new business is largely focused on the US, and we are devoting significant resources to expand our sales, product lines, and customer base here. The submission of our latest rapid HIV test for FDA approval earlier this year was just the start of expanded product lines we plan to introduce in the US market as we work directly or with strategic distribution partners to bring our RVF technology and rapid tests to customers."

Dr. Jones continued, "The addition of our US office, a key strategic milestone, is a natural progression of our US sales and marketing growth, and the timing of opening the office lines up nicely with our AACC 2015 customer initiatives."

The office opening comes just ahead of MedMira's participation in the 2015 AACC Annual Meeting & Clinical Lab Expo, the world's largest gathering for laboratory medicine, which takes place this year in Atlanta.

MedMira at AACC – Booth #953

The Company will showcase its Rapid Vertical Flow (RVF) Technology and multiplex rapid tests at the AACC Clinical Lab Expo taking place, July 28-30 at the Georgia World Congress Center, Atlanta, GA. RVF Technology powers the Reveal® G4 Rapid HIV-1 Antibody Test, which was submitted to the FDA for approval in April 2015, as well as the Company's multiplex rapid tests for HIV, hepatitis B and C, and syphilis, and the Miriad research product line. AACC attendees can see RVF Technology demos at Booth 953 or learn more about this distinct technology during the following presentations:

[OEM Lecture Series](#) – Learn how MedMira RVF Technology is powering next generation multiplexed rapid diagnostics for point-of-care settings.

Dr. Kevin Jones, Senior Director, Global Sales & Marketing

Tuesday, July 28, 2015, 11:00 am – 11:20 am, OEM Pavilion/Industry Theater 2

[Poster #B-250](#) – "Development of Multiplex Rapid POC Test for Current, Persistent, and Recurring Syphilis Infections Based on the simultaneous Detection of Treponemal and non-Treponemal Antibodies in Human Blood Specimens"

Wednesday, July 29, 2015, 9:30 am in the Point-of-Care Testing session

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 and the Company has a sales and customer service office located in Atlanta, Georgia, United States. 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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MedMira Contact:

Andrea Young, Corporate Communications

Tel: 902-450-1588

Email: ayoung@medmira.com