FOR IMMEDIATE RELEASE

MedMira Debuts Reveal® G4 Rapid HIV Test at National HIV Prevention Conference

New whole blood applications powered by MedMira Rapid Vertical Flow Technology revealed at Booth 109

Atlanta, GA, December 7, 2015 – MedMira Inc. (MedMira) (TSXV: MIR) is introducing the Company's recently FDA-approved Reveal G4 Rapid HIV-1 Antibody Test (Reveal G4) during the 2015 National HIV Prevention Conference taking place this week in Atlanta, GA. Reveal G4 features new whole blood applications for fingerstick and venipuncture specimens in addition to the serum/plasma testing capabilities in predecessor Reveal products. Existing customers can easily transition to the Reveal G4 LAB S/P format for serum/plasma testing and add whole blood testing in applicable settings across their organizations or programs.

In the U.S. today, 1.2 million people are infected with HIV and one in eight are unaware, contributing to approximately 50,000 new infections each year. The first line of defence in combatting this epidemic is testing. In the latest guidelines, everyone aged 15-65 and all pregnant women should be tested for HIV during the course of routine healthcare.

"Testing is the first step and Reveal G4 is a key tool in supporting prevention and control initiatives, like early treatment, education and outreach, and prenatal interventions, which are dedicated to controlling the spread and eliminating HIV," said Kevin Jones, VP Business Development and Sales, MedMira U.S. Inc. "The speed and new whole blood applications in Reveal G4 make it possible for people being tested at the point-of-care with a simple fingerstick to know their HIV status instantly, eliminating the anxiety of waiting, or in many cases never returning for results. It also enables healthcare providers to increase patient throughput to maximize budgets and resources."

Built on MedMira's distinct Rapid Vertical Flow (RVF) Technology™ platform, Reveal G4 brings unrivalled speed to rapid HIV testing. Reveal G4 makes it possible to counsel, test, and deliver instant results within the same streamlined patient visit.

Jones continued, "Reveal G4 is a great fit with the theme at this year's National HIV Prevention Conference, accelerating progress. That's what Reveal G4 is all about, helping to move testing applications forward and outward into convenient community settings with the new whole blood capabilities to enable more people to know their status, instantly."

The National HIV Prevention Conference is the preeminent conference for scientists, public health officials, community workers, clinicians, and persons living with HIV from a wide variety of organizations to share their expertise and ultimately prevent infections, strengthen care, and reduce disparities. Learn more about the Conference here.

Attendees can find MedMira and the new Reveal G4 at Booth #109. Demonstrations of MedMira's RVF Technology, the diagnostic engine behind Reveal G4 and the Company's other high value rapid testing solutions, will be available during the Conference.

About MedMira

MedMira is the developer and owner of Rapid Vertical Flow (RVF) Technology. The Company's rapid test applications built on RVF Technology 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. 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