

FOR IMMEDIATE RELEASE

MedMira Board Reinforces Biotech Bench Strength with New Appointment

Dr. Philippe Dro takes seat on Company's Board of Directors

Halifax, Nova Scotia, August 17, 2015 – MedMira Inc. (MedMira) (TSXV: MIR) announced today that controlling shareholder, OnSite Lab Holdings AG (OnSite Lab) has appointed Dr. Philippe Dro as its representative on the Company's Board of Directors, effective as of August 7, 2015. Dr. Dro replaces Dr. Michael Sidler who has served on MedMira's Board since 2012.

Most recently Dr. Dro was the Chief Executive Officer and member of the supervisory board of GlycoVaxyn AG, a Swiss biotechnology company in the vaccine sector, which was acquired earlier this year by GlaxoSmithKline. Previous to GlycoVaxyn, Dr. Dro was Chairman and Chief Executive Officer of Endoart SA, a medtech company developing telemetric driven implants for cardiac disease and obesity, which was sold to Allergan, Inc. in 2007. Dr. Dro earned a PharmD from University of Grenoble (France) and an MBA jointly from Ecole Supérieure de Commerce de Lyon (France) and Cranfield School of Management (UK).

"We welcome Dr. Dro to the Board as the OnSite Lab representative and look forward to his biotech expertise and business insight as we strategically build upon MedMira's proprietary Rapid Vertical Flow Technology platform and advance the Company's product portfolio in key target markets, to capitalize on new opportunities and deliver value to our customers and shareholders," said Marvyn Robar, Chairman of the Board, MedMira Inc. "Dr. Dro has a successful track record and his strategic and operational insights will be very valuable to MedMira."

Mr. Robar continued, "On behalf of MedMira's directors, I would also like to thank outgoing OnSite Lab representative, Dr. Michael Sidler, for his contributions to the Company."

MedMira's Board of Directors now comprises five members, as follows: Mr. Hermes Chan, MedMira's Chief Executive Officer, and four directors, Mr. Marvyn Robar, Dr. Dro, Mr. Romano Robusto, and Dr. Colin MacGillivray.

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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