

## Miraculins Launches French Language Web Site for PreVu®

*Designed to Facilitate Expansion into Quebec and European Union Markets*

**WINNIPEG, Manitoba – November 5, 2012 - Miraculins Inc. (TSX-V:MOM)**, a medical diagnostic company focused on acquiring, developing and commercializing diagnostic tests and risk assessment technologies for unmet clinical needs, today announced the launch of a French language web site for its PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test at [www.prevu.com](http://www.prevu.com).

The French language web site has been designed to provide comprehensive information on the science of skin cholesterol as a new biomarker for risk of coronary artery disease (CAD), and the PreVu technology designed to measure it. The web site has been divided into two separate information areas; a scientific and clinical section for *Healthcare Professionals* and a general overview section for *Public/Consumers* to learn more about the PreVu® POC Test.

“The launch of our French language web site represents another significant step forward in the introduction of the PreVu POC Test to all Canadians, in particular the Francophone community in the Province of Quebec, which has a total population of over 8 million and is the country’s second largest market after Ontario,” said Paul Moreau, Vice President of Sales and Marketing for Miraculins Inc.

“In addition to being able to effectively communicate with the healthcare community and general public in Quebec, and with Francophone communities in other parts of the country as well, the delivery of our new French language web site will also allow us to accelerate the consideration of our marketing and distribution strategies within the European Union. The French language there is one of the three most spoken next to English and German.”

The French language web site includes:

- presentations of clinical data covering the research and studies that have established the strong association between elevated skin cholesterol levels and risk of significant coronary artery disease, as measured by treadmill stress testing and coronary angiography, as well as measured by testing for coronary calcium, carotid artery thickening and carotid artery plaque;
- detailed technical information about the PreVu POC Test and technology components, including the PreVu Handheld Spectrophotometer and the PreVu Test Reagent Kit;
- comprehensive step-by-step walk-throughs of how the PreVu POC Test is conducted, including video presentations;
- a specialized self-study and proficiency qualification system for PreVu Test Operators across the country, facilitating streamlined clinical training; and
- clear directions for PreVu product ordering and accessing PreVu Customer Service and Support.

While both English and French language web sites will be significant assets for Miraculins in the determination of its expansion plans for PreVu into the European Union, they may be subject to

minor content adjustments in order to meet regulatory requirements, which can vary across jurisdictions, to allow access by EU populations.

Miraculins recently launched the PreVu POC Test in English Canada through London Drugs, a pharmacy chain with 76 locations in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba, including its online store at [www.londondrugs.com](http://www.londondrugs.com). London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and healthcare services being the heart of its business.

### **About the PreVu Non-Invasive Skin Cholesterol Test**

The PreVu<sup>®</sup> Point of Care (POC) Test is a non-invasive, risk assessment technology designed to measure Skin Cholesterol – an important new biomarker in assessing risk of coronary artery disease (CAD). The PreVu<sup>®</sup> POC Test is completely painless, non-invasive, involves no blood draw or needles, and requires no overnight fasting. This in vitro diagnostic test is conducted on the palm of the hand in less than 5 minutes with results being immediately available, facilitating point of care consultation and a next steps discussion. Skin Cholesterol is the cholesterol that has been deposited and diffused into tissue, as opposed to freely circulating in the bloodstream, and the skin contains approximately 11% of all the cholesterol found in the human body, by weight. Elevated Skin Cholesterol has been shown in clinical studies to be strongly associated with significant CAD as measured by treadmill stress testing and coronary angiography, as well as measured by testing for coronary calcium, carotid artery thickening, and carotid artery plaque. The PreVu POC Test does not diagnose the presence or absence of CAD, but helps to identify patients who may be at higher, hidden risk for CAD by measuring this new biomarker. For more information visit [www.prevu.com](http://www.prevu.com).

### **About Miraculins Inc.**

Miraculins is a medical diagnostic company focused on acquiring, developing and commercializing non-invasive tests for unmet clinical needs. A significant number of promising diagnostic opportunities remain un-commercialized because of the sizable gap between the discovery stage, when research institutions are typically involved, and the commercialization stage, when the larger commercial enterprises become interested. Miraculins has direct experience in bridging this gap. The Company's PreVu<sup>®</sup> technology is a revolutionary new coronary artery disease risk assessment technology that measures cholesterol levels in a patient's skin non-invasively, painlessly and without the need for fasting. Miraculins is also advancing a suite of biomarkers to aid in the early detection of the devastating disease of pregnancy known as preeclampsia. The Company's preeclampsia program is partnered with Alere Inc., one of the world's largest diagnostic companies. For more information visit [www.miraculins.com](http://www.miraculins.com).

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### **Caution Regarding Forward-Looking Information**

*Certain statements contained in this press release constitute forward-looking information within the meaning of applicable Canadian provincial securities legislation (collectively, "forward-looking statements"). These forward-looking statements relate to, among other things, our objectives, goals, targets, strategies, intentions, plans, beliefs, estimates and outlook, including, without limitation, our anticipated future operating results, and can, in some cases, be identified by the use of words such as "believe," "anticipate," "expect," "intend," "plan," "will," "may" and other similar expressions. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements.*

*These statements reflect management's current beliefs and are based on information currently available to management. Certain material factors or assumptions are applied in making forward-looking statements, and actual results may differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from these expectations include, among other things: Miraculins' early stage of development, lack of product revenues and history of operating losses, uncertainties related to clinical trials and product development, rapid technological change, uncertainties related to forecasts, competition, potential product liability, additional financing requirements and access to capital, unproven markets, supply of raw materials, income tax matters, management of growth, partnerships for development and commercialization of technology, effects of insurers' willingness to pay for products, system failures, dependence on key personnel, foreign currency risk, risks related to regulatory matters and risks related to intellectual property and other risks detailed from time to time in Miraculins' filings with Canadian securities regulatory authorities, as well as Miraculins' ability to anticipate and manage the risks associated with the foregoing. Additional information about these factors and about the material factors or assumptions underlying such forward-looking statements may be found in the body of this news release. Miraculins cautions that the foregoing list of important factors that may affect future results is not exhaustive. When relying on Miraculins' forward-looking statements to make decisions with respect to Miraculins investors and others should carefully consider the foregoing factors and other uncertainties and potential events.*

*These risks and uncertainties should be considered carefully and prospective investors should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, Miraculins cannot provide assurance that actual results will be consistent with these forward-looking statements. Miraculins undertakes no obligation to update or revise any forward-looking statement.*

*PreVu<sup>®</sup> is a registered trademark of Miraculins Inc. All Rights Reserved. 2012.*