

## **Miraculins Announces National Accreditation of Pharmacist Education Program on Cardiovascular Risk Assessment with Focus on Skin Cholesterol**

**WINNIPEG, Manitoba – March 15, 2013 - 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, in conjunction with Pear Healthcare Solutions, today announces the accreditation of a national program for pharmacists with the course name Cardiovascular Risk Assessment: Focus on Non-Invasive Skin Cholesterol Screening.

All Canadian pharmacists are under obligation by their respective provincial authorities to engage in lifelong learning and competency enhancements that supports optimal, patient centered, outcome focused care through medication management and effective pharmacy practice. With the national accreditation of the cardiovascular (CV) risk assessment education program, Canadian pharmacists can now earn credits to meet this requirement by learning about the benefits of providing CV risk assessment onsite, and skin cholesterol's role within that environment as an emerging biomarker in coronary artery disease risk assessment and screening.

The three modules of the program available at [www.healthlearning.ca](http://www.healthlearning.ca) include:

Module 1 -	Cardiovascular Risk Assessment Background	(0.50 CEU)
Module 2 -	Non-invasive Skin Cholesterol Testing as an Option for CV Risk Assessment	(0.50 CEU)
Module 3 -	Communication and Action Plans	(0.50 CEU)

"The retail pharmacy segment is an important distribution channel for the PreVu<sup>®</sup> Non-Invasive Skin Cholesterol Point of Care (POC) Test", said Christopher J. Moreau, President and CEO of Miraculins Inc. "The newly accredited program for cardiovascular risk assessment is another important step forward in educating pharmacists about the science and biology of skin cholesterol and its role in coronary artery disease risk assessment. This will provide a very important educational foundation for pharmacists as we work in parallel towards offering the PreVu POC Test to all potentially at-risk Canadians through additional national, regional and independent pharmacy locations."

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

The PreVu<sup>®</sup> Non-Invasive Skin Cholesterol Point of Care (POC) Test is a non-invasive, risk assessment technology designed to measure skin cholesterol – an emerging biomarker in helping to assess 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. The 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 an increased risk of 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 their levels of skin cholesterol. The PreVu POC Test is not a substitute or replacement for blood serum cholesterol testing. For more information visit [www.prevu.com](http://www.prevu.com).

#### **About Pear Healthcare Solutions**

Pear Healthcare Solutions is a privately held company specializing in the development and implementation of programs to address the evolving needs of pharmacists in their expanding role of providing healthcare and disease management services. Pear Healthcare Solutions offers a number of innovative medical devices and professional education programs that help pharmacies connect with their patients, improving their health and wellness. Pear provides distribution, training and support/education services. For more information visit [www.pearhealthcare.com](http://www.pearhealthcare.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. 2013.*