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Miraculins to Launch PreVu® in United States through Texas Supermarket and Pharmacy Leader H-E-B

Phase One Launch Planned for Stores in Southern/Central Area of the State

WINNIPEG, Manitoba – July 24, 2013 - Miraculins Inc. (TSX-V:MOM), ("Miraculins" or "the Company"), a medical diagnostic company focused on acquiring, developing and commercializing diagnostic tests and risk assessment technologies for unmet clinical needs, announces today the execution of an agreement with H-E-B, the #1 food retailer in South and Central Texas and the State's largest private company, that will see the Phase One launch of its PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test into the United States take place exclusively in 20 H-E-B Texas store locations to be determined, during the 4th quarter of 2013.

"The launch of PreVu into Texas and the United States is a very significant milestone for Miraculins, as well as a major step forward in the commercialization of the PreVu technology worldwide," said Paul Moreau, Vice President, Sales and Marketing for Miraculins Inc. "We are very pleased that H-E-B, a leading supermarket/pharmacy chain with 340 stores in Texas and Northern Mexico and more than 76,000 employees, wants to make the PreVu POC Test available to its eligible customers to help them better understand and manage their risk of coronary artery disease (CAD). With over 1.5 million heart attacks occurring in the United States each year, resulting in over 500,000 deaths, this Phase One launch - leading to the potential of PreVu POC Testing Centres being located throughout H-E-B's network of stores - represents an important step towards realizing greater heart health education, risk assessment and prevention for Texans and all Americans at risk."

Pursuant to the agreement, on the completion of the Phase One launch H-E-B will have the option to expand PreVu POC testing to additional H-E-B locations commencing in 2014. Further details about the Phase One launch will be announced closer to the fourth quarter, and will include a full list of participating store locations as well as clinic dates and times.

About The PreVu® Non-Invasive Skin Cholesterol (POC) Test

The PreVu® 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® 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. 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® Point of Care 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. In the United States, Skin cholesterol as measured by the PreVu POC Test can be used as part of risk assessment for coronary heart disease in persons with a history of myocardial infarction and/or in persons suspected of having significant multi-vessel coronary artery disease (>50% stenosis in >1 vessel as diagnosed by coronary angiography) where further diagnostic evaluation is being considered. Test results, when considered in conjunction with clinical evaluation, blood

cholesterol tests and other risk factors identified for coronary artery disease, will aid the physician in focusing diagnostic and patient management options. For more information visit 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[®] 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 lead marker in 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.

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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 include statements regarding the execution of definitive documentation and completion of the transaction. 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[®] is a registered trademark of Miraculins Inc. All Rights Reserved. 2013.