

## **Miraculins Retains Bloom Burton & Co. for Strategic Advisory Services**

**WINNIPEG, Manitoba – January 31, 2011** – Miraculins Inc. (TSX-V:MOM), a medical diagnostic company focused on developing and commercializing diagnostic tests and risk assessment tools for unmet clinical needs, announces today that it has engaged Bloom Burton & Co., the pre-eminent investment banking firm for Canadian mid-cap and small-cap healthcare companies, to provide strategic and financial advisory services to the Company.

“We are very pleased to have formalized our relationship with the team at Bloom Burton & Co.,” commented Christopher Moreau, President and CEO of Miraculins Inc. “Their in-depth knowledge of the healthcare industry, and their expertise in finance and investment banking brings clear value to our business and our shareholders as we advance our technology programs.”

“Miraculins continues to build significant value for its shareholders including its recent acquisition of the PREVU Skin Cholesterol Test. We are very enthusiastic about the capabilities and experience of the management team and its ability to realize on the potential of the Company’s medical technology assets,” stated Brian Bloom, President of Bloom Burton & Co. “We look forward to working with Miraculins’ team in bridging finance and business development, increasing its reach to strategic and financial partners, and helping enhance the tools available to them as they continue to advance their business model and capture the value of their development programs.”

Bloom Burton will provide strategic and financial advisory services to Miraculins including an overview and analysis of potential additional opportunities, financial modeling, strategic analysis of the Company’s business plan, an overview and assessment of financing options, and the facilitation of strategic partnership opportunities.

### **About Bloom Burton & Co.**

Bloom Burton & Co. is Canada’s largest healthcare investment research and banking group. Bridging the gap between the life sciences and the capital markets, Bloom Burton provides strategic advisory and capital raising services for Canadian private and public healthcare companies. Bloom Burton’s clients consist of both research and commercialization-stage companies that operate in the biotechnology, pharmaceutical, medical device, diagnostic and healthcare services industries. The firm primarily attracts its capital from global healthcare-specialized investors. For additional information, please visit [www.bloomburton.com](http://www.bloomburton.com).

### **About Miraculins Inc.**

Miraculins is a medical diagnostic development company focused on non-invasive tests for unmet clinical needs. Miraculins is bridging the gap between commercially available risk assessment and diagnostic tests and research conducted at leading research institutions around the world. The Company’s recently acquired PREVU\* Skin Cholesterol Test is a non-invasive, inexpensive and painless tool for cardiovascular risk assessment that generates results in minutes. PREVU\* has been previously cleared for sale by the FDA, Health Canada and CE-marked for sale in Europe. PREVU\* has been successfully test marketed on a limited basis in North America. Additionally, the Company’s preeclampsia program, a suite of biomarkers to aid in the early detection of the devastating disease of pregnancy, is being advanced in partnership with Alere, Inc. (NYSE:ALR) (formerly known as Inverness Medical Innovations), one of the world’s largest diagnostic companies. For more information on Miraculins please visit [www.miraculins.com](http://www.miraculins.com).

**For more information, please contact:**

Christopher J. Moreau  
President and CEO  
Miraculins Inc.  
Ph: 204-477-7599  
Fax: 204-453-1546  
[info@miraculins.com](mailto:info@miraculins.com)  
[www.miraculins.com](http://www.miraculins.com)

Brian Bloom  
President  
Bloom Burton & Co.  
Ph: 416-640-7580  
[bbloom@bloomburton.com](mailto:bbloom@bloomburton.com)  
[www.bloomburton.com](http://www.bloomburton.com)

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

*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.*

*(\*) Trademark*