

## "Finding Extreme Value in Small Caps"

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Prices as of January 8, 2010

## Miraculins, Inc.

## MOM.TSX-V

Shares Issued: 32 Million

52-Week H.-L.: \$0.11 - \$0.03

Price January 8, 2009: \$0.12

Announces ground breaking deal



## Company Profile

Miraculins was initially founded as a company dedicated to the discovery and validation of cancer biomarkers for use in developing diagnostic tools and therapeutic products.

Miraculins' original vision was to save lives through the early detection and diagnosis of cancer and to contribute substantially to the overall diagnosis and treatment of cancer by the Company's leadership in the discovery and development of biomarker diagnostics to improve the information available to physicians and consequently enhance the quality of treatment for cancer patients.

## New Business Model

In June of 2008, Miraculins announced a shift in its business model that moves the Company's focus further down the diagnostic assay development and commercialization pathway.

The Company's business plan now focuses on in-licensing/acquiring and developing both cancer and non-cancer diagnostic opportunities that have completed early stage research and address unmet clinical needs. The Company has moved away from basic proteomic research and discovery to focus on diagnostic development and commercialization.

## Director of R &amp; D

Concurrent to the decision to shift the company's focus and acquire new technologies Miraculins appointed **Dr. Steve Frost** to lead

the Company's research and development program as the Director of Research & Development.

Previous to his appointment, **Dr. Frost** worked in **Abbott Laboratories Diagnostics Division** for over 15 years. During his tenure at Abbott, Dr. Frost was responsible for the evaluation of oncology assays available for license or acquisition from university and industry sources.

Under the direction of Dr. Frost, and as part of its new business model, Miraculins acquired exciting diagnostic technology from Mt. Sinai Hospital in Toronto in the field of maternal health for a serious disease of pregnancy called preeclampsia. Since the acquisition, the company has been investing in advancing the technology towards commercialization.

## Major announcement January 7

Last week the company announced what every junior development company hopes to announce - a major ground breaking research and development deal with **Inverness Medical Innovations (IMA.NYSE \$43.72)** a global leader in the convergence of medical diagnostic testing and health management.

The goal of the partnership is to commercialize Miraculins' newly acquired preeclampsia technology for worldwide distribution. Under the deal Inverness will fund 100% of the R & D

costs to develop research grade tests for Miraculins' preeclampsia biomarkers and will evaluate their performance in large numbers of patient blood samples. The projected costs if Miraculins was to complete this phase of the technology's development is \$7 - \$8 million.

The other exciting part of the deal is that in addition to its research and development commitment, Inverness will pay a non refundable fee to Miraculins for the exclusive option to license and commercialize any biomarkers of interest from the program. Inverness can exercise its option to license at any time during the term of the research and development phase. Upon exercise of the option, Miraculins will receive additional licensing fees, developmental and commercial milestone payments, and royalties on sales.

This means that Miraculins has not only secured a major source of non dilutive funding to move its preeclampsia technology forward, but its has also partnered with a major big pharma diagnostic company that will license the technology if it continues to perform as expected. That deal will be another major event in the life of this small biotech and one that can happen at anytime in the weeks and months ahead.

For more information contact **Christopher J. Moreau**, President and CEO at **204-477-7599** or visit [www.miraculins.com](http://www.miraculins.com).



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