



CORPORATE FACT SHEET

MIRACULINS STRATEGY

Miraculins' business strategy is to bridge the gap between promising diagnostic biomarker opportunities and commercialization. A substantial number of opportunities exist which have completed the discovery phase, where research institutions are typically involved, but are not refined to the stage where they can attract investment from large commercial enterprises or help patients. Leveraging the Company's capabilities developed through advancing its own internal product through the discovery phase, Miraculins is focused on developing diagnostic products for unmet clinical needs. In order to maximize opportunities for revenue generation, the Company is also actively pursuing opportunities for research use only (RUO) and ASR commercialization of its products.

PREVU™ Skin Cholesterol Test has FDA Clearance for Sale in the US, as well as Canada and European Regulatory Clearance

Preeclampsia Program Partnered with One of the World's Largest Diagnostic Companies

Products Target Large Markets with Substantial Unmet Diagnostic Needs

Relationships with Network of Research Centres and Access to Several Additional Promising Opportunities

EXTENDING LIFE, REDUCING SUFFERING AND LOWERING HEALTHCARE COSTS

Through our leadership in the development and commercialization of diagnostic tests for unmet clinical needs, we seek to improve the overall diagnosis and treatment of patients by enhancing the information available to physicians.

CORPORATE HIGHLIGHTS

- Preeclampsia program based on a suite of protein biomarkers implicated in the development preeclampsia, a disease of growing incidence and the leading cause of maternal and prenatal deaths worldwide - *Partnered with Inverness Medical Innovations (now Alere Inc, NYSE:ALR)*
- Internally advance prostate cancer program has shown the potential to reduce the number of men referred unnecessarily for biopsy, in studies totaling over 700 patients
- Management team and board of directors have valuable mix of industry, business development, operations, fund raising and diagnostic development experience
- Company has a highly categorized and well characterized internal sample bank to support research, development and future collaborations
- The Company has reviewed, evaluated and categorized roughly 500 promising diagnostic opportunities available for license from leading research institutions

LEAD PROGRAMS

PREVU™ Skin Cholesterol Test – Miraculins is currently working to launch the novel, low cost, non-invasive, point-of-care test which is a reliable predictor of higher cholesterol accumulation in the arteries and, accordingly, a predictor of a patient's risk of heart disease.

POTENTIAL MARKET: 540M blood cholesterol tests are performed annually worldwide

Preeclampsia –Miraculins suite of markers for preeclampsia, discovered by leading researchers at Mount Sinai Hospital and the Hospital for Sick Children, are being advanced and commercialized through a collaborative research and option agreement with Inverness (now Alere)

POTENTIAL MARKET: 6.4M pregnant women per year in the US, greater than 134M WW

"Our goal is to develop a diagnostic test so that physicians don't have to rely on symptoms alone to determine if a patient has preeclampsia, and I am very excited to be working with the Miraculins team to achieve this goal and ensure better outcomes for mothers and babies."

- **Dr. Isabella Caniggia**, technology inventor and leading research authority on placental development and its associated pathologies at the Samuel Lunenfeld Research Institute at Mount Sinai Hospital.



MANAGEMENT TEAM

Christopher J. Moreau
President and CEO

Eric Johnstone
Chief Financial Officer

Marcus Enns
Vice President, Corporate Affairs

L. Michael Coutts
Director, Business Development

BOARD OF DIRECTORS

Dr. Albert Friesen,
Chairman and Founder, Miraculins Inc.

Dr. Jim Charlton
Former President, Miraculins Inc.

Mr. Ted Paetkau
President, Concord Projects Ltd.

Mr. Peter de Visser, CA
*Founding Partner, De Visser Gray
Chartered Accountants*

TRADING SYMBOL

TSX-V : MOM

STOCK INFO (August 11, 2010)

Shares O/S	42.2 Million
Manage/Insiders	~5.0 Million
Fully Diluted	68.52 Million
Market Cap.	C\$5.90 Million
Recent Price	C\$0.14

This fact sheet contains forward-looking statements that involve risks, which may cause actual results to differ materially from the statements made. The Company disclaims any intention, and has no obligation or responsibility to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

RECENT MILESTONES

- Signs final agreement for the acquisition of the FDA cleared PreVu Skin Cholesterol Test
- Launch of a research use only ELISA kit for detecting PSP94, the lead marker from Miraculins prostate cancer program, and signing of agreement with GenWay Biotech for distribution of the kit
- Finalization of a collaborative research and option agreement with Inverness Medical Innovations (now Alere Inc., NYSE:ALR) to advance and commercialize a suite of markers diagnostic for preeclampsia originally licensed by Miraculins from Mount Sinai Hospital
- Successful receipt of non-dilutive grant funding from CIIRDF to advance preeclampsia research
- Dr. Isabella Caniggia, internationally recognized preeclampsia researcher and physician at the Samuel Lunenfeld Research Institute at Mount Sinai Hospital in Toronto, formally joined Miraculins Scientific Advisory Board

CORPORATE OVERVIEW

The Company's business model is centered on acquiring and developing diagnostic opportunities in areas where there are unmet clinical needs. Once Miraculins has advanced its technology through the development stages, the Company leverages partnerships with large diagnostic companies, reference laboratories and distribution partners for final commercialization and marketing of its technologies.

Diagnostic technologies of greatest interest to the Company have completed discovery stage research and biomarker identification but require additional expertise and resources to be developed into validated commercially viable assays. 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.

Through advancing its internal prostate cancer program, Miraculins has direct experience in working to bridge this gap. The new opportunities leverage the Company's experience and capabilities for in house commercial assay development, managing and conducting high calibre biomarker/assay validation studies, processing and storing clinical samples. In addition, Miraculins has a extensive network of commercialization partner contacts and clinical experts.

The Company's first acquisition under this model was an in-license of a suite of promising preeclampsia markers from Mount Sinai Hospital in Fall of 2008, subsequently partnered with Inverness Medical Innovations (now Alere Inc.), one of the world's largest diagnostic companies, in January 2010.

In August of 2010, Miraculins executed the final agreement to acquire the PREVU™ Skin Cholesterol Test, an FDA cleared, novel test for the assessment of cardiovascular risk based on the level of cholesterol present in a patient's skin. Miraculins is currently working to re-launch the low cost, non-invasive, point-of-care test which had previously been successfully test marketed in the US and Canada.

MIRACULINS INC.

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