



For Immediate Release

**MedMira's HIV Test Approved Under USAID Initiative
Allows for International Purchase as Part of US Presidential Plan for AIDS Relief**

Halifax, Nova Scotia, November 14, 2007 – MedMira Inc., (“MedMira”) (TSX Venture: MIR, NASDAQ: MMIRF), a global market leader in premium rapid diagnostic solutions, announced today that its Reveal G3 Rapid HIV-1 Antibody Test (“Reveal G3”) has been approved for purchase by the U.S. Agency for International Development (“USAID”), resulting in the placement of Reveal G3 on USAID’s rapid HIV test procurement list. USAID’s office of HIV/AIDS is responsible for leading the Agency’s efforts within the President’s Emergency Plan for AIDS Relief (“PEPFAR”); a \$15 billion multifaceted approach to combating HIV and AIDS in over 100 countries, with particular emphasis on fifteen focus countries in Africa, Asia and Latin America. MedMira’s inclusion on this procurement list enables Reveal G3 to be purchased for USAID-funded projects, and permits countries receiving USAID funding to purchase Reveal G3 under the PEPFAR program.

In order to be included on the USAID Procurement List, a rapid HIV test must meet certain performance specifications which, in turn, offers both the agency and the purchaser assurances that the product to be purchased is of the highest quality, safety and efficacy. Reveal G3 is the most advanced test in MedMira’s Reveal product line, and was approved by the US Food and Drug Administration (FDA) only last year. Reveal G3 is one of only five products on the USAID list having FDA approval, thus offering purchasers of the test yet another level of confidence in product performance and quality.

“Since the FDA’s approval of the original Reveal test, over 4 years ago, MedMira has established itself in the U.S. market as having a high quality product, which, by this inclusion on the USAID list, will now be available to the countries worldwide where it is most needed,” said Hermes Chan, President and Chief Executive Officer of MedMira. “We pride ourselves on the excellent performance of our rapid testing platform, and are extremely pleased to play a part of the deliverance of quality testing to these countries for the fight against HIV/AIDS.”

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About USAID

USAID (<http://www.usaid.gov>) plays a vital role in promoting U.S. national security, foreign policy, and the War on Terrorism. It does so by addressing poverty fueled by lack of economic opportunity, one of the root causes of violence today. As stated in the President’s National Security Strategy, USAID’s work in development joins diplomacy and defense as one of three key pieces of

the nation's foreign policy apparatus. USAID promotes peace and stability by fostering economic growth, protecting human health, providing emergency humanitarian assistance, and enhancing democracy in developing countries. These efforts to improve the lives of millions of people worldwide represent U.S. values and advance U.S. interests for peace and prosperity.

About MedMira

MedMira is a leading developer and manufacturer of flow-through rapid diagnostics. The company's tests provide hospitals, labs, clinics and individuals around the world with reliable, rapid diagnosis for diseases such as HIV and hepatitis C in just three minutes. The company's tests are sold under the *Reveal*®, *MiraWell*®, *MiraCare*™ and *Multiplo*™ brands in global markets. MedMira's rapid HIV test is the only one in the world to achieve regulatory approvals in Canada, the United States, China and the European Union.

In January 2006, MedMira launched the Maple Biosciences division to develop and commercialize diagnostic instruments based on two revolutionary biosensor-based technology platforms. The solutions developed by Maple Biosciences will enable routine laboratory tests to be performed in a matter of minutes, increasing laboratory automation, streamlining the diagnosis of multiple conditions and diseases and positioning MedMira to be a leading participant in the emerging fields of personalized medicine and molecular diagnostics. For more information visit www.maplebio.com.

MedMira's corporate offices and manufacturing facilities are located in Halifax, Nova Scotia, Canada with a representative office in China. Maple Biosciences' labs are located in Toronto, Ontario. For more information visit MedMira's website at www.medmira.com.

This news release contains forward-looking statements, which involve risk and uncertainties and reflect the company's current expectation regarding future events. Actual events could materially differ from those projected herein and depend on a number of factors including, but not limited to, changing market conditions, successful and timely completion of clinical studies, uncertainties related to the regulatory approval process, establishment of corporate alliances and other risks detailed from time to time in the company quarterly filings.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this statement.

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