



DIAGNOCURE HIRES NEW CHIEF FINANCIAL OFFICER

QUEBEC CITY, July 28, 2010 — DiagnoCure, Inc. (TSX: CUR), a life sciences company commercializing highvalue cancer diagnostic tests and delivering laboratory services, today announced the hiring of Chantal Miklosi, MBA, as the new Chief Financial Officer. Mrs. Miklosi brings over 15 years experience in investment banking and finance.

Prior to joining DiagnoCure, Mrs. Miklosi spent four years as Managing Director and Chief Financial Officer at JMP Securities in San Francisco, a publicly traded investment bank and asset management firm, where she was responsible for the firm's accounting and financial operations. Before that, she served as a Senior Finance Executive for Orrick, Herrington & Sutcliffe LLP, a national U.S. law firm, where she was responsible for financial statement analysis, budgeting, treasury and M&A. Previously she served as Senior Director of Financial Planning and Analysis at Versata, a publicly traded software company, where-in addition to overseeing finance functions-she was responsible for investor relations and sales operations. Additionally, she worked five years as an investment banker at Thomas Weisel Partners, Montgomery Securities and Nesbitt Burns. Mrs. Miklosi holds a MBA from the University of Western Ontario, Ivey School of Business and a BBA in finance from HEC Montreal.

"We are delighted that Chantal Miklosi has joined DiagnoCure. Her extensive knowledge and experience in the United States will be a great asset for the Company and its subsidiary, DiagnoCure Oncology Laboratories, as we are exploring the best options to support the growth of our U.S. operations," stated Dr. Yves Fradet, President and Chief Medical Officer of DiagnoCure.

"DiagnoCure has a great business potential. I am personally honored to join forces with the Company and facilitate the financial management. My main goal will be to maximize the full value of the company's assets for its shareholders," commented Mrs. Miklosi.

About DiagnoCure

DiagnoCure (TSX: CUR) is a life sciences company commercializing high-value cancer diagnostic tests and delivering laboratory services that increase clinician and patient confidence in making critical treatment decisions. DiagnoCure Oncology Laboratories, a subsidiary of DiagnoCure, Inc., launched in 2008 the Previstage™ GCC Colorectal Cancer Staging Test, the first GCC-based molecular test for the management of colorectal cancer. A major study published in the February 18, 2009, edition of the *Journal of the American Medical Association* demonstrated that GCC, to which DiagnoCure owns exclusive worldwide diagnostic rights, is the strongest independent predictor of colorectal cancer recurrence. More clinical studies are underway to confirm the clinical utility of the Previstage™ GCC test. The Company has a strategic alliance with Gen-Probe (NASDAQ: GPRO) for the development and commercialization of a second-generation prostate cancer test using PCA3, DiagnoCure's proprietary molecular marker. This test is available through laboratories in the U.S. and in Canada using PCA3 analyte specific reagents (ASR) from Gen-Probe, in Europe as the CE-marked PROGENSA® PCA3 *in vitro* assay. Gen-Probe recently completed a 500-patient clinical study aimed at securing FDA approval for the commercialization of the PROGENSA® PCA3 test in the U.S. and is on target to file a PMA by the end of the year. For more information, visit www.diagnocure.com.

Forward-looking statements

This release contains forwardlooking statements that involve known and unknown risks, uncertainties and assumptions that may cause actual results to differ materially from those expected. By their very nature,

forward-looking statements are based on expectations and hypotheses and also involve risks and uncertainties, known and unknown, many of which are beyond DiagnoCure’s control. As a result, investors are cautioned not to place undue reliance on these forward-looking statements. The forward -looking statements regarding the outcome of research and development projects, clinical studies and future revenues are based on management expectations. In addition, the reader is referred to the applicable general risks and uncertainties described in DiagnoCure’s most recent Annual Information Form under the heading “Risk Factors”. DiagnoCure undertakes no obligation to publicly update or revise any forward-looking statements contained herein unless required by the applicable securities laws and regulations.

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