Medifocus Inc. Announces Increase in Size of Units Offering

The Associated Press

Medifocus Inc. (TSX VENTURE: MFS)(OTCQX: MDFZF) (Medifocus or the Company) announces that, due to investor demand, it intends to increase the size of the non-brokered private placement of units (the Offering) announced on November 30, 2012. Medifocus intends to increase the Offering from up to 6,666,666 units (each a Unit) for anticipated gross proceeds of up to $1,000,000 to up to 13,333,333 Units for anticipated gross proceeds of up to $2,000,000.

The terms of the Offering otherwise remain unchanged and each Unit, to be issued at $0.15 per Unit, will be comprised of one common share (a Common Share) and one Series D Common Share purchase warrant (each a Warrant). Each Warrant will entitle the holder to purchase one additional Common Share at a price of $0.20 for a period of 24 months following the completion of the Offering. If, at any time prior to the Warrants' expiration date, the daily volume weighted average trading price of the Common Shares on the TSX Venture Exchange exceeds $0.75 for at least 10 consecutive trading days, Medifocus may, within 30 days of such occurrence, give an expiry acceleration notice to the holders of Warrants and, if it does so, the Warrants will, unless exercised, expire on the 30th day after the expiry acceleration notice is given.

The proceeds of this Offering will be primarily used to commercialize the newly acquired Prolieve® line of business, for working capital and to continue Medifocus' pivotal phase III clinical trials using Medifocus Microfocus APA 1000 System for the treatment of breast cancer (including all related professional expenses).

The Company may pay a 7.0% finders' fee payable of the gross proceeds raised in respect of certain subscribers in accordance with the policies of the TSX Venture Exchange.

Completion of the Offering is subject to the receipt of all necessary regulatory approvals, including the approval of the TSX Venture Exchange. All securities issued under the offering will be subject to a hold period under applicable securities laws expiring four months and one day following issuance.

About Medifocus

Medifocus develops and commercializes minimally invasive heat treatment systems used in treatment of cancerous and benign tumors, and enlarged prostate, Benign Prostatic Hyperplasia ("BPH").

The Company owns two technology platforms with comprehensive US and international patent protection: The "Endo-thermotherapy Platform" and the "Adaptive Phased Array Microwave Focusing Platform". The Company has developed two advanced therapeutic products: the Adaptive Phased Array (APA)-1000 system for treatment of breast cancer and the Prolieve® system for the treatment of BPH. The APA-1000 uses precisely focused and controlled microwave energy to shrink breast cancer tumors without side-effects on the surrounding tissues to produce better treatment outcomes. The Company has received regulatory approvals to complete the APA 1000's pivotal Phase-III clinical trials, the final step before marketing approval. The U.S. FDA-approved Prolieve® System (www.prolieve.com) is a medical device based on endo-thermotherapy that both heats the prostate and dilates the prostatic urethra. The Prolieve® System is the only minimally invasive treatment option for the symptoms of enlarged prostate in men indicated by the FDA as an in office treatment alternative to drug therapy. The Prolieve® System is a revenue generating product catering to the $8 billion non-surgical BPH drug market. The Company is currently focusing on marketing Prolieve® for the treatment of BPH and completing the APA 1000 breast cancer system's Phase III study. For more information, visit www.medifocusinc.com.

Forward-Looking Statements and Information

This news release contains "forward-looking statements" and "forward-looking information", which may not be based on historical facts. Forward-looking statements and forward-looking information, include, but are not limited to, information and statements with respect the proceeds of the Offering and the expected use of the proceeds. Forward-looking statements are frequently characterized by words such as "plan," "expect," "project," "intend," "believe," "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made. Such forward-looking statements and forward-looking information involve known and unknown risks, uncertainties and other factors that may cause the actual results events or developments to be materially different from any future results, events or developments expressed or implied by such forward-looking statements or forward-looking information. These factors should be considered carefully and readers are cautioned not to place undue reliance on such forward-looking statements and forward-looking information. Except as required by applicable securities laws, the Company disclaims any obligation to update any such factors or to publicly announce the results of any revisions to any of the forward-looking statements or forward-looking information contained herein to reflect future results, events or developments.

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

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