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Quick-Med Signs License With Medline to Provide Stay-Fresh(R) Antimicrobial Technology for Traditional Wound Care Products

GAINESVILLE, FL -- (Marketwired) -- 02/28/14 -- Quick-Med Technologies, Inc. (OTCQB: QMDT), a life sciences company that is developing innovative technologies for the healthcare and consumer markets, announced today that it has licensed its *Stay Fresh*® technology to Medline Industries, Inc. for use in traditional wound care products for both retail and institutional sale in the North American market.

"We are very excited to work together with Medline to commercialize our *Stay Fresh*® technology for the traditional wound care market," said Bernd Liesenfeld, Quick-Med's President. "Our technologies are specifically designed to be effective against resistant organisms like MRSA and to prevent new resistant bacteria from emerging. Medline has an unparalleled distribution network between retail and institutional sectors. They allow us together to provide the greatest possible population with safe, effective antimicrobial products in support of infection prevention and control programs."

"*Stay Fresh* antimicrobial activity is based on peroxide, which is the chemical mechanism utilized by the body's own neutrophils to kill invading pathogens, and therefore provides optimum biological safety," notes Professor Gregory Schultz, Director of the Institute for Wound Research and Professor of Obstetrics and Gynecology at the University of Florida. "This is an exciting new technology that is well suited for the traditional wound care field since peroxide is effective against a broad array of microbes, including antibiotic resistant species of public health importance, while also posing little risk of allowing microbes to develop resistance to it."

About Stay Fresh

The patented *Stay Fresh* technology is Quick-Med's newest antimicrobial platform. This technology is based on hydrogen peroxide -- a well known consumer antimicrobial product that is commonly used in households for disinfecting cuts, scrapes, toothbrushes and more. Hydrogen peroxide is also produced by human cells to combat invasive bacteria, and is a naturally occurring preservative component of milk and honey. EPA has registered *Stay Fresh* to be utilized to protect a broad selection of treated goods for consumer use, including textiles, decorative fabrics, and functional fabrics such as filters and carpets. FDA has also granted clearance to market an antibacterial medical textile based on *Stay Fresh* Technology. The *Stay Fresh* technology offerings provided by Quick-Med are expanding continuously with development of additional applications, including antimicrobial surface treatments and superabsorbent antimicrobial powders to complement the range of products that are already cleared for consumer use under EPA or FDA jurisdiction.

About Quick-Med Technologies, Inc.

Quick-Med Technologies, Inc. is a life sciences company that is developing and commercializing proprietary, broad-based technologies for the consumer and healthcare markets. The Company's NIMBUS[®] technology is the first FDA-cleared, non-leaching antimicrobial technology available in a wound dressing. Its *Stay Fresh*[®] technology provides highly durable antimicrobial protection for apparel and other textile applications, with consumer applications of *Stay Fresh* Technology having EPA registration for the treated articles, as well as an FDA clearance for an antibacterial medical textile product. Quick-Med develops antimicrobial technologies to promote public health, safety and comfort. For more information, see: www.quickmedtech.com.

About Medline

As the nation's largest privately held manufacturer and distributor of health care products, Medline manufactures and distributes more than 350,000 products to hospitals, extended care facilities, surgery centers, physician offices, home care agencies and providers, and retailers. Named one of the country's "Best and Brightest Companies to Work For," Medline, headquartered in Mundelein, Ill., has more than 1,200 dedicated sales representatives to support its broad product line and cost management services.. For more information on Medline, go to www.medline.com or <http://mkt.medline.com/clinical-blog/category/channels/social-channels/> to connect with Medline on a variety of social media channels.

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Forward-looking statements (statements which are not historical facts) in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. For this purpose, any statements contained in this release that are not statements of historical fact may be deemed to be forward-looking statements. Without limiting the generality of the foregoing, words such as "may", "will", "to", "expect", "plan", "believe", "anticipate", "intend", "could", "would", "estimate", and/or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements involve risks and uncertainties, including those risks that are

discussed in the Company's filings with the Securities and Exchange Commission ("SEC"), which may be accessed at the SEC's Edgar System at www.sec.gov.

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