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Quick-Med Technologies Announces Expanded Regulatory Clearance for Stay Fresh(R) Antimicrobial

Amended EPA Registration Significantly Expands Stay Fresh Uses; First FDA 510(k) Clearance Filed for Device With Stay Fresh Antimicrobial

GAINESVILLE, FL -- (MARKETWIRE) -- 08/07/12 -- Quick-Med Technologies, Inc. (OTCQB: QMDT) (PINKSHEETS: QMDT), a leader in developing next generation antimicrobial technologies for the healthcare and consumer markets, announced today that it has received an amended registration from the U.S. Environmental Protection Agency for the Company's proprietary *Stay Fresh*® Antimicrobial.

The amendment significantly expands the approved use sites on which *Stay Fresh*, the novel hydrogen peroxide-based antimicrobial technology, may be applied to treat and preserve substrate surfaces. In total, 30 new sites were added to the EPA product label for *Stay Fresh* Antimicrobial including such diverse uses as incontinence pads, wound dressings, shoe liners and inserts, aprons, shower curtains, backpacks, luggage, lumber, superabsorbent polymers, and adhesives.

The amended registration also clarifies use rates for different types of material preservation based on intended use of the article to be treated with *Stay Fresh* Antimicrobial. It provides for three application levels -- an "ultimate" durability rate, a "standard" application rate, and a warehouse "inventory protection" rate.

Stay Fresh Antimicrobial is eco-friendly, safe, non-toxic, and cost effective, and has been proven durable to as many as 100 wash cycles. *Stay Fresh* technology maintains its high

performance in diverse laundering conditions ranging from the increasingly popular cold-water laundry cycles to high temperature commercial laundering, with or without chlorine bleach.

Originally developed to meet the demanding requirements of a military uniform application, Quick-Med began its *Stay Fresh* commercialization efforts with apparel and other consumer textile applications. The Company has begun to broaden its focus to include medical devices and has filed a 510(k) Premarket Notification with the U.S. Food and Drug Administration for a device that incorporates *Stay Fresh* Antimicrobial technology. While hydrogen peroxide has been used in medical devices and in medical applications for decades, this represents the first FDA submission for a device with *Stay Fresh* technology. The device comprises a new antimicrobial medical material that has been developed for use as prevention against damage to skin from abrasion within skin folds.

The "*Stay Fresh*® Skin Fold Management Textile" is a medical absorbent textile product treated with *Stay Fresh* to provide a barrier against microbial colonization in the textile fabric. The device is intended to be used between skin folds of patients to provide moisture management as well as control of microorganisms in the textile. A 510(k) clearance will allow product marketing and can serve as predicate for additional Premarket Notification submissions for other devices containing *Stay Fresh* technology.

"We are delighted that the adaptability of our *Stay Fresh* technology qualifies its use in this broader range of applications now included in our EPA registration," said Bernd Liesenfeld, President of Quick-Med. "Our 510(k) submission is an important step toward our objective of commercializing a wide range of consumer and healthcare applications incorporating our highly effective, extraordinarily durable *Stay Fresh* antimicrobial technology."

About Stay Fresh Antimicrobial

Stay Fresh Antimicrobial is Quick-Med's newest patent-pending technology platform, offering a breakthrough in antimicrobial protection. Today's leading freshness-enhancing textiles technologies are unable to control certain bacteria and unable to maintain efficacy throughout the life of the product. *Stay Fresh* is designed to overcome these limitations by providing cost-effective, durable, and sustained antimicrobial protection. The safe, eco-friendly active ingredient in *Stay Fresh* is bonded to fibers or fabrics to retain its efficacy for as many as 100 laundering cycles, in hot or cold water.

About Quick-Med Technologies, Inc.

Quick-Med Technologies, Inc. is a life sciences company that is developing proprietary, broad-based technologies for infection prevention and control in the consumer and healthcare markets. In addition to NIMBUS, Quick-Med's *Stay Fresh*® technology provides highly durable antimicrobial protection for laundered apparel and other textile applications and its NimbuDerm™ technology is being developed as a long-lasting hand sanitizer. For more information, see: www.quickmedtech.com.

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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.

Note: Antimicrobial information is presented solely to assist in technology evaluation and is not intended to be a public health claim.

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