



Quick-Med Technologies Licenses Stay Fresh(R) Antimicrobial Technology for Consumer Hosiery

Doris Hosiery Mills to Manufacture and Sell Stay Fresh Socks

GAINESVILLE, Fla., May 7, 2012 (GLOBE NEWSWIRE) -- 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 signed a Patent and Technology License Agreement with Doris Hosiery Mills, Limited. Under terms of the agreement, Doris will manufacture, distribute, market and sell consumer socks that incorporate Quick-Med's proprietary *Stay Fresh*[®] antimicrobial technology.

"We are excited to employ this next generation antimicrobial technology," said Joel Edery, Doris Hosiery's Director of Sourcing and R&D. "We want to provide our consumers with the best functional products that feature the most environmentally responsible technologies, and we believe that *Stay Fresh* helps us meet these goals."

Stay Fresh uses hydrogen peroxide as the active ingredient, the same chemical produced by human cells to fight invasive bacteria, and naturally occurring in milk and honey as a preservative. Consumers are comfortable with hydrogen peroxide as a color-safe bleaching agent and stain fighter for laundering applications. Hydrogen peroxide is a powerful antimicrobial, highly effective against a wide range of microorganisms, including bacteria, mold, mildew, fungi, algae, and viruses. Very low concentrations of hydrogen peroxide have been shown to be effective in guarding against the growth of odors from microbial causes and in resisting deterioration or staining caused by fungi, molds and mildew.

"We are extremely pleased that Doris has selected *Stay Fresh* for its hosiery products," said J. Ladd Greeno, Quick-Med's CEO. "Stay Fresh provides highly effective antimicrobial protection with an extraordinary durability that previously hasn't been available for laundered textiles. Socks in particular are a great product where *Stay Fresh* technology can add value for both the manufacturer and consumer by making a product that stays fresher for longer."

The safe, eco-friendly ingredient in *Stay Fresh* is sequestered to fibers or fabrics to retain its efficacy for as many as 100 laundering cycles, in hot or cold water. The company believes that the unparalleled durability of *Stay Fresh* antimicrobial is an important distinction; other antimicrobials lose effectiveness during repeated laundering. *Stay Fresh* is ideally suited to a wide variety of textile applications including essential apparel, work wear, active wear, bedding, and health care textiles.

Doris expects to begin selling socks incorporating *Stay Fresh* technology this fall.

About Stay Fresh Antimicrobial Technology

Stay Fresh overcomes the major shortcoming of existing technologies by providing sustained antimicrobial effectiveness after repeated laundering. *Stay Fresh* textile treatment locks the power of hydrogen peroxide into fabrics. By incorporating this potent antimicrobial into fabrics, *Stay Fresh* can bring highly effective antimicrobial activity to a wide range of textile applications where the durability after repeated laundering has been an unmet challenge. Textiles stay fresher for longer because the active agent is now held in place on the fabric.

About Doris Hosiery Mills, Limited

Doris Hosiery Mills is the leading hosiery and sheer legwear manufacturer and distributor in Canada. Founded 57 years ago, the Company produces and markets SECRET[®], the largest Canadian hosiery brand, as well as Kushyfoot[®] and Dreamsoles[®] socks and Therapy Plus[®] diabetic and graduated compression socks. Other national brands include Jockey[®], Buffalo[®], Florsheim[®] and Levi Strauss Signature[®]. Doris also is a major supplier of private label brands to leading retailers. Doris Hosiery is headquartered in Montreal, Quebec and is privately owned.

About Quick-Med Technologies, Inc.

Quick-Med Technologies, Inc. is a life sciences company that is developing innovative technologies for the consumer and healthcare markets. The Company is developing advanced antimicrobial technologies for infection prevention and control. Its NIMBUS[®] technology is the first FDA-cleared, non-leaching antimicrobial available in a wound dressing. Its NimbuDerm[™] technology is being developed as a persistent hand sanitizer and *Stay Fresh*[®] technology, the Company's latest innovation, provides highly durable antimicrobial protection for apparel and other textile applications. For more information, see: www.quickmedtech.com.

The Quick-Med Technologies, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8260>

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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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Source: Quick-Med Technologies, Inc.