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Quick-Med Announces First Commercial Sale of Advanced Dressings With NIMBUS(R) Technology

Viridis BioPharma Launches Microfoam(TM) Advanced Wound Care Dressings in India

GAINESVILLE, FL -- (MARKETWIRE) -- 01/08/13 -- Quick-Med Technologies, Inc. (OTCQB: QMDT), a life sciences company that is developing innovative technologies for the healthcare and consumer markets, announced today that Viridis BioPharma Pvt. Ltd. has begun selling and shipping Microfoam™ dressings to customers. Microfoam is the first advanced wound care dressing to utilize Quick-Med's proprietary non-leaching NIMBUS® technology. Viridis received approval by the Food and Drug Administration of India in September 2011 to manufacture and market Microfoam wound dressings incorporating NIMBUS antimicrobial technology.

NIMBUS represents a next generation in wound care. This unique technology offers surgeons, wound care clinicians, infection control experts and primary care doctors an important new weapon against the transmission of such virulent bacteria as Methicillin-resistant *Staphylococcus aureus* (MRSA). It is the first non-leaching antimicrobial available in a wound dressing.

"It's exciting that this unique technology is now available in an advanced wound dressing format, in an emerging market," said Bernd Liesenfeld, Quick-Med's president. "India's large population, increasing investments in health care and fast growing wound care market represents a significant opportunity for Viridis to provide patients and caregivers with great a product, and to drive sales with our unique, value-added NIMBUS antimicrobial feature."

The NIMBUS technology is designed to prevent bacteria developing resistance, and avoid releasing toxic material into the wound, so there is no impeding the wound healing process. It is a novel antimicrobial technology: non-leaching and effective even in high concentrations of body fluids. NIMBUS technology is easy for the caregiver to implement as part of prophylactic care for patients at risk for infections.

As part of its commercialization efforts, Viridis BioPharma has sponsored clinical trials to demonstrate the efficacy of Microfoam dressings. "India tops the diabetes sufferers list as per World Health Organization (WHO) figures and consequently chronic diabetic wounds and ulcers. Quick-Med's NIMBUS Technology applied through Microfoam dressing shows remarkable relief in burn and wound cases and particularly in diabetic chronic wounds, as well as in venous and pressure ulcers, in an Indian clinical trial," commented Dr. Dilip Mehta, CEO of Viridis BioPharma Pvt. Ltd.

About NIMBUS

Quick-Med's patented technology, NIMBUS, is a cutting-edge antimicrobial technology that has been custom designed for wound care and other medical applications. NIMBUS received *De Novo* FDA clearance in 2009 and has been commercialized in traditional wound care applications. It is the only non-leaching antimicrobial dressing which, by design, poses no risk of bacteria developing resistance. NIMBUS technology is protected by twelve U.S. patents and patents pending and 24 foreign counterparts. Additional applications under development include advanced wound dressings, medical adhesives, catheters, and contact lenses.

About Viridis BioPharma Pvt. Ltd.

Through strategic associations with international pharmaceutical and biopharma companies, Viridis BioPharma Pvt. Ltd. commercializes products with therapeutic efficacy and growth potential in the Indian subcontinent and delivers a range of clinically-proven products to enable people to live better and more active lives. Viridis currently manufactures and markets a number of medical devices for companies, manufactured under license for B. Braun, American BioTech Labs, and Bhabha Atomic Research Center (BARC). For more information, see: www.viridisbiopharma.com

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.

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