**NEWS RELEASE**

Qwick Media Announces Product Launch of Content Management System

Vancouver, BC, April 7, 2015 – Qwick Media Inc. (the “Company”) (OTCBB: QWIKF; CSE:QMI) today announces the product launch of its Content Management System (“CMS”) for use on interactive touch screen hardware, developed at a cost of approximately $10 million (unaudited) over four years.

President and CEO, Ross J. Tocher, announced: “Our CMS system design has been tested and proven to improve the ease of use, presentation, and delivery of a wide variety of client based information to those within an organization or to a public audience. Our proof of technology deployments have found favor, in fact been praised and retained, by Hilton and Hyatt hotels after rigorous customer use at their hotels in Santa Clara, California. In fact, Hyatt decided to replace the comparable systems of our chief competitor with our CMS. We are now seeking approval for vendor status with both hotel chains to open the way to further deployments in the United States and abroad.”

For hotel applications, the CMS acts as a concierge, allowing users to way find to guest or conference meeting rooms, decide on dinner reservations, and participate in loyalty programs – all of which would not have been possible with traditional signage.

At this time, the CMS is capable of cloud based delivery to clients. It is now ready for marketing and distribution to information technology resellers and consumers around the world. Mr. Tocher added: “We are confident that the competitive cost of our system and the superior operating capacities that it provides will make it a leading product in our target marketplace. We believe our CMS provides our clients with an unprecedented level of control over the content being displayed. Their digital screen boards can now be managed centrally using our CMS. Rather than reprinting an ad or banner that requires physical labor to update each and every sign, interactive content on a digital board can be updated and reorganized instantly with a few clicks of a mouse. Now multiple sets of content can be run on a schedule and announcements or special ads can be displayed on the fly. We expect our CMS software solutions can be expanded to be used heavily in a number of industries, including for their customer events and venues.”

The Company’s targeted users for its CMS include airports, big box retailers, hotel-convention centers, and those in the gaming, educational, government, health care, hospitality, manufacturing and restaurant sectors.

The Company is also able to combine its CMS software with “high utility” self-service kiosks, such as secure mobile phone charging stations. In the first quarter of 2015, this product and service combination was provided to TELUS® for its day lodge promotions at the Big White ski resort in British Columbia

**About Qwick Media**

The Company provides content management systems for the delivery of private channels into high traffic locations. Touch screen media and interactive signage allow consumers to engage with interactive directories, wayfinding and reward coupons and drive other on-demand media applications. To find out more, please visit the Company’s website at: http://www.qwickmedia.com

**FURTHER INFORMATION: Greg Dureault, VP, Qwick Media Inc. Tel. 604 338 8820 Email:** [**greg@qwickmedia.com**](mailto:greg@qwickmedia.com)

***Disclaimer for Forward-Looking Information***

*Except for statements of historical fact, this news release contains certain “forward-looking information” within the meaning of applicable securities laws. Forward-looking information is 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” occur. Forward-looking statements in this press release include, but are not limited to, statements regarding: potential contracts with the Hyatt and Hilton hotel chains; potential target users of the CMS; expectations that the CMS can be expanded to be used heavily in a number of industries; management’s belief that the CMS provides clients with an unprecedented level of control over content; and management’s expectation that the CMS will become a leading product in the Company’s target market. Although management believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation: (i) that the Company may not be able to secure approved vendor status with the Hilton and/or Hyatt hotel chains; (ii) that the CMS may not be adopted by intended target users; (iii) that other parties may assert claims over the Company’s intellectual property; (iv) that the Company may be unable to protect its proprietary technology; (v) that the Company may not gain broad market acceptance for its products and services; and (vi) that, as an early-stage company, the Company may be unable to raise the additional funding needed to continue to pursue its business and product development plans. These forward-looking statements are made as of the date of this news release and, except as required by applicable laws, the Company assumes no obligation to update these forward-looking statements, or to update the reason why actual results may differ from those anticipated in the forward-looking statements. Additional information about the Company and these and other assumptions, risks and uncertainties, are available in the Company’s public filings available on the Company’s profile on SEDAR at www.sedar.com.*