

QWICK MEDIA INC.

CSE (CNSX): SNP
OTC: QWICKF

NEWS RELEASE

QWICK MEDIA ANNOUNCES ENTRY INTO AGREEMENT TO ACQUIRE SFE GLOBAL

Vancouver, BC, March 1, 2019 – Qwick Media Inc. (CSE: QMI; OTC: QWICKF) (the “**Company**” or “**Qwick**”) is pleased to announce that it has signed a share purchase agreement (the “**Agreement**”) dated February 11, 2019 with SFE Global Inc. (“**SFE Global**”) pursuant to which the Company proposes to purchase all of the issued and outstanding securities of SFE Global (the “**SFE Securities**”) from the owners of SFE Global (the “**Transaction**”). The Agreement provides that the Company will pay an aggregate of \$1,000 pro-rata to the shareholders of SFE Global in exchange for all of the issued and outstanding SFE Securities. Completion of the Transaction remains subject to, among other things, satisfactory due diligence by the parties, approval of the Canadian Securities Exchange, (the “**CSE**”) and approval of the shareholders of the Company, if applicable, and other conditions which are customary for transactions of this nature.

Closing of the proposed Transaction is expected to be on or before March 15, 2019. No finder’s fee will be paid in connection with the Transaction.

Rationale for the Transaction

SFE Global, an environmental services provider to city and county water and sewer infrastructures headquartered in Washington State, provides services in underground water, storm and sanitary lines throughout the western United States and holds a contractor’s licence for California. These services include monitoring and data acquisition through its proprietary software platform GODATA. SFE Global is an industry leader in line pigging and advanced verification methods of lines.

Qwick, a company located in Burnaby, British Columbia, has developed proprietary software platforms (QwickManager) which is designed to run private to public devices such as interactive and digital DOOH displays including design and manufacturing of self-serve POS (point of sale) kiosk networks.

The Transaction brings together two companies and their senior leadership teams with complementary software, services and manufacturing that will expand the growth potential for both companies. Together, these two cloud based software network platforms combined with manufacturing and services capabilities allows both companies to offer North American combined services in the growing Smart City technologies through IOT applications.

Networks play a key role in helping to connect cities’ assets to applications, city service providers and, ultimately, citizens. Networks connect systems, machines, devices, sensors and facilities. As a result, they provide a medium for real-time communication, information-

gathering, processing and sharing. Converging all of these networks on a single connectivity platform has many advantages.

Each of Ross Tocher, the Chief Executive Officer and a director of the Company, Glenn Cumyn and Kevin McMillan, directors of the Company, is considered to be a “related party” within the meaning of Multilateral Instrument 61-101 *Protection of Minority Security Holders in Special Transactions* (“MI 61-101”) in that companies controlled by each of Messrs. Tocher, Cumyn and McMillan are shareholders of SFE Global, and the consideration paid to Messrs. Tocher, Cumyn and McMillan will be considered a “related party transaction” within the meaning of MI 61-101 but is expected to be exempt from the valuation requirement of MI 61-101 by virtue of the exemption contained in section 5.5(b) as the Company’s shares are not listed on a specified market and from the minority shareholder approval requirements of MI 61-101 by virtue of the exemption contained in section 5.7(a) of MI 61-101 in that the fair market value of the consideration paid to the related parties will not exceed 25% of the Company’s market capitalization.

Completion of the Transaction is subject to a number of conditions, including CSE acceptance, if applicable. There can be no assurance that the Transaction will be completed as proposed or at all.

Investors are cautioned that any information released or received with respect to the Transaction may not be accurate or complete and should not be relied upon. Trading in the securities of Qwick should be considered highly speculative.

The CSE has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved the contents of this news release.

QWICK MEDIA INC.

Ross Tocher
CEO

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Forward-Looking Statements

This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements in this news release include statements regarding: the expected date of closing of the Transaction; the potential benefits of a business combination of Qwick and SFE Global; the future business plans of the Company following the Transaction; exemptions from the valuation and minority shareholder approval requirements contained in MI 61-101; and the consideration to be payable in connection with the closing of the Transaction. The forward-looking statements reflect management’s current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements.

Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be

put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include, among other things: that the CSE may not approve the Transaction as proposed or at all; that the parties may not be able to satisfy the conditions to closing of the Transaction; general market conditions; and other factors beyond the control of the parties. Qwick expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law.