SAFWAN KANJ TO JOIN KEEK'S SALES AND MONETIZATION TEAM AS MIDDLE EASTERN REGIONAL DIRECTOR

Appointment Enhances Firm's Global Strategic Growth

NEW YORK and TORONTO (February 5, 2014) -- Keek Inc. (TSXV: KEK) (OTCQX: KEEKF), a leading global mobile video social network with more than 73 million members around the globe featuring a unique 36-second video format, today announced it has appointed Safwan Kanj as one of Keek's regional sales directors. Kanj joins on February 9, 2015 and will report to Bill Blummer, Senior Vice President of Monetization for Keek. He will act as Keek's brand evangelist in the Middle East, with emphasis on key markets including Dubai and Saudi Arabia.

"We're extremely pleased to have Safwan Kanj join us as the Middle Eastern Sales Director," said Bill Blummer, Senior Vice President of Monetization for Keek. "The Middle East is already a significant market for Keek and Safwan will play an important role in building a strong local business presence for us. Direct sales efforts are more lucrative for our business, but have longer sales cycles. Safwan's addition will help build our sales pipeline, introducing the Keek offering to marketers and their respective media and creative agencies in an effort to build strong and lasting advertising relationships."

Kanj brings a wealth of experience in digital media planning and advertising. Before joining Keek, Kanj was the country manager at Email Citi, the Arab world's leader in digital and e-marketing, reaching over 15 million people across the Gulf Cooperation Council (GCC) and Middle East North Africa (MENA) region. He also held positions at Rotana Media Group and M.O.A., a digital outdoor advertising agency.

"While the Middle Eastern mobile video market is still in its infancy, users are starting to take social video platforms to the next level by making it the predominant form of expression and content dissemination," said Safwan Kanj. "Keek's 36-second format allows both users and marketers to create engaging content. Keek is already one of the most popular social networking apps in the region and, with positive results on initial advertising campaigns, is positioned for tremendous success."

Keek will take advantage of its rich offering from product and message integration, sponsorships, and Keekisodes. With the programmatic advertising marketplace already being utilized, Keek's sales organization build-out is underway and expected to yield results later in 2015. The company will continue to enhance product capabilities and engage in partnerships in an effort to build robust metrics in North America. Keek reported that true native and episodic content will be key components of its ad model.

Keek will continue to expand its global direct sales force in markets including Dubai and London to service Europe, the Middle East and Oceania.

About Keek

Keek is a leading mobile video social network with more than 73 million members worldwide. Keek is easy to use, fast and personal. With Keek, members around the world create and interact with videos up to 36 seconds in length and 111 characters of accompanying text, in either public or private views. Keek makes it simple for anyone to instantly create, distribute, discover and react to content in real-time across mobile devices and the web. The Keek app is available in over 190 countries across 6 global regions, and in 36 languages.

Additional investor information can be found at www.sedar.com or by contacting investors@keek.com.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) has reviewed or accepts responsibility for the adequacy or accuracy of this Release.

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