



**KEEK DESCENDS UPON ADVERTISING WEEK EUROPE 2015**  
**Mobile video social network to showcase new innovations to European Advertisers**

**NEW YORK and TORONTO (February 19, 2015)** – Keek Inc. (TSX VENTURE: KEK) (OTCQX: KEEKF), a leading mobile video social network will play a starring role beginning Monday, March 23<sup>rd</sup>, during Advertising Week Europe in London, UK. Now in its third year, Advertising Week Europe is a hybrid of inspiring thought leadership featuring the world's best and brightest with engaging special events. Advertising Week Europe attracts over 23,000 industry executives in a dedicated forum to share wisdom and success.

As mobile video usage explodes, major brands and traditional media companies are starting to embrace short form video as a new way to reach and keep audiences. The game is changing for marketers and during this pivotal week, Keek will educate brands on opportunities to capture the attention of its 73 million teens and young adults, as well as giving conference attendees a hands-on experience with Keek on site.

"Advertising Week Europe is all about paving the way forward and we are thrilled to have Keek front and center. They are very much at the vanguard of 'What's Next' and we look forward to their leadership and contributions to the agenda next month in London," said Matt Scheckner, President and CEO of Stillwell Partners and Advertising Week.

Keek CEO Alex Cameron and various senior Keek executives will lead panels and conversations throughout Advertising Week Europe. Discussions will include many of the hottest topics in media and advertising today, from how to create compelling content and tell brand stories in short form, to how social video is changing the face of entertainment. Social media stars and high profile experts will engage in debates around the digital and social video ecosystem and how to unleash their power for brands to authentically connect with consumers.

Cameron said, "Millennials are using the smartphone as their first screen. Instead of channel surfing, they are app surfing and selecting the app that suits their need at the moment. We sit at the intersection of mobile, social and video, everything that matters to the millennial generation. Events like Advertising Week Europe provide a forum for Keek to share insights and innovative thinking around mobile ad products. Keek will take a leadership position to help media companies and brand advertisers on that journey as social media, particularly video, becomes more and more important in driving influence and purchase behavior."

"Advertising Week Europe is the perfect thought leadership conference for Keek to share and discuss innovations in social video for brands. Custom 'Keekisodes,' new video ad formats and 'Keekbacks,' (a two-way video conversation between brands and consumers) are just some of

the exciting offerings Keek is bringing to market," said Keek SVP Monetization Bill Blummer. "Our 36-second format provides brands with an opportunity to communicate in an effective way, reaching the coveted young adult audience when they are most engaged and with enough time to deliver a short story just like a 30 second movie trailer. It's a very exciting time for Keek and all of its potential partners!"

Keek also announced today that an updated investor presentation, which includes company progress and metrics, can now be found on Keek's investor website at [investors.keek.com](http://investors.keek.com).

#### **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](http://www.sedar.com) or by contacting [investors@keek.com](mailto: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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