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DiaMedica Engages JV Public Relations New York

Minneapolis, Minnesota – (Marketwire – March 1, 2016) – DiaMedica Inc. (TSX-V:DMA) (OTCQB: DMCAF) (the “Company”) is pleased to announce the engagement of JV Public Relations New York (“JVPRNY”) to lead its PR efforts in the United States.

JVPRNY is a boutique life science communications agency working to meet the needs of emerging and innovative life science companies. With a collective 30 years of experience, the firm’s founder, Janet Vasquez, ran award-winning global and local public relations campaigns for an array of life science, pharmaceutical, and biotechnology clients, while simultaneously managing highly successful programs for companies in laboratory, medical device diagnostics/companion diagnostics industries. In addition, the JVPRNY team is well-versed in the social media landscape, having designed and implemented social media programs for several clients that span from biotechnology, consumer health to non-profit firms.

The firm’s goal is to elevate DiaMedica's profile in the US markets and engage proactive dialogues on the rising interest with the scientific and investment community. JVPRNY's targeted media campaign includes traditional media interviews with print, broadcast, and online publications outlets including expert opinion pieces targeting healthcare decision makers. Media outlets interested in learning more about DiaMedica and its pipeline of protein therapeutics for vascular diseases should reach out to Janet Vasquez at jvasquez@jvprny.com or 212-645-5498.

About DiaMedica

DiaMedica is a publicly traded clinical stage biopharmaceutical company focused on developing novel protein therapeutics for vascular diseases, including stroke, and kidney diseases. DiaMedica's common shares are listed on the TSX-V Exchange under the trading symbol “DMA” and on the OTCQB under the trading symbol “DMCAF”.

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FORWARD-LOOKING STATEMENTS

The statements made in this press release that are not historical facts contain forward-

looking information that involves risk and uncertainties. All statements, other than statements of historical facts, which address DiaMedica's expectations, should be considered forward-looking statements. Such statements are based on management's exercise of business judgment as well as assumptions made by and information currently available to management. When used in this document, the words "may", "will", "anticipate", "believe", "estimate", "expect", "intend" and words of similar import, are intended to identify any forward-looking statements. You should not place undue reliance on these forward-looking statements. Forward looking statements in this news release include, but are not limited to, the Company's objectives, goals, future plans and statements regarding the use of proceeds from the private placement. Factors that could cause actual results to differ materially from such forward-looking information described in detail in the DiaMedica's filings with the Canadian securities regulators, all of which are available on SEDAR (www.sedar.com). Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results could differ materially from those anticipated in these forward-looking statements. DiaMedica undertakes no obligation, and does not intend, to update, revise or otherwise publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof, or to reflect the occurrence of any unanticipated events, unless required by law. Although management believes that expectations are based on reasonable assumptions, no assurance can be given that these expectations will materialize.

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