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For Immediate Release

MEDiChair Inks Marketing Deal with Pacific Blue Cross

MEDiChair to provide special rates on Home Medical Equipment to qualified members of Blue Advantage Program

Calgary, AB -- MEDiChair, North America's largest and fastest growing Home Medical Equipment franchise company, today announced that it has signed a marketing agreement with Pacific Blue Cross, a Vancouver based company that provides benefits through group plans for employees in Canada.

"We are pleased to partner with Pacific Blue Cross," says Stan Murray, General Manager for MEDiChair. "Under the terms of our marketing arrangement MEDiChair will offer a sliding scale of discounts for medical supplies and equipment of up to 20 percent off the Manufacturers' Suggested Retail Price."

Murray added that the year long agreement applies only to qualified members and their dependants enrolled in the Blue Advantage Program throughout Canada.

About Pacific Blue Cross

Pacific Blue Cross is British Columbia's largest provider of extended health and dental benefits. Its two predecessor organizations, Medical Services Association (MSA) and CU&C Health Services Society (CU&C), were founded in the 1940s, and have grown and changed with the province's health care system. CU&C and MSA merged in November 1997, and became Pacific Blue Cross. Today, almost two million British Columbians have benefit coverage through Pacific Blue Cross.

About MEDiChair – "the home medical equipment specialists"

MEDiChair is a LifeMark Health company. Canadian-owned MEDiChair is North America's largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada. Each store carries a comprehensive line of Home Medical Equipment and soft/disposable personal health care products. These specialty products are designed to enhance the quality of life for people experiencing disabilities, injuries, surgeries, and aging. MEDiChair prides itself on providing caring, knowledgeable and highly trained consultants committed to finding the right home health care product solution for each customer. The franchise company also promotes good health through its public education and awareness programs. In 2005, MEDiChair received ISO 9001:2000 certification. This ongoing certification program is verification that MEDiChair has achieved a set of international standards of sound, quality management practices used by leading businesses worldwide. www.medichair.com

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