



For Immediate Release

**MEDIchair launches 50+ local information websites for national franchise network**

*Goal is to provide each MEDIchair community with national resources, local information and expertise.*

Calgary, Alberta (July 22 2009) -- MEDIchair has embarked on an ambitious updating of its national franchisee network websites. "Although MEDIchair has an excellent national website, we believe the timing is right to provide local franchisees with added value through the use of information and resources that are customer focussed for each local market," says Bas van Lankvelt, MEDIchair COO.

"Each franchisee website will contain templated material in the form of industry related educational and resource information. This will be supplemented with local features that are relevant for both consumers and health care professionals in each market. This may include the availability of local Home Medical Equipment products and services, funding information and links to government agencies and health care agencies locally, provincially and nationally. We also have an opt-in confidential email program for subscribers to be alerted about special events and product promotions. There is also an on-line map to easily find each store's location."

Van Lankvelt explained that the new websites are ideal for seniors, caregivers and health care professionals looking for educational information and reliable local resources for Home Medical Equipment.

"We are updating the websites regularly with fresh information and adding new features as they become available. Ultimately, we want to create websites with our franchisees that have both a common professional branding component (nationally), and a localized information component specific to each franchisee's market."

MEDIchair's national roll out of the new localized websites is expected to be completed by the fall 2009.

**About MEDIchair 'the home medical equipment specialists'**

MEDIchair, a LifeMark Health Management company, is North America's largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada.

MEDIchair stores carry a comprehensive line of Home Medical Equipment products including wheelchairs, scooters, lift chairs, bathroom safety products, home accessibility solutions, and soft/disposable personal health care products such as incontinence supplies, wound care, compression, and bracing. 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. MEDIchair also promotes good health through its public education and awareness programs, and through its adherence to best practice management. [www.medichair.com](http://www.medichair.com)

-30-

For more information, interviews and/or hi-rez photos, please contact:

Mr. Neil Bousquet APR, PR MEDIchair (403) 256-8834 [neil.bousquet@medichair.com](mailto:neil.bousquet@medichair.com)

Mr. Bas van Lankvelt, COO MEDIchair, (403) 204-1419