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For Immediate Release

MEDIchair Regina Wins ‘Best Dressed’ Store Award

Regina, Saskatchewan – MEDIchair is pleased to announce that [MEDIchair Regina](#) has been selected as the winner of the 2007 Harry Mykolaishyn Best Dressed Store Award among the organization’s 65+ franchise stores across Canada. The award is presented annually to the MEDIchair franchisee whose overall store layout, design, and presentation, (as seen through the eyes of the customer), best exemplifies MEDIchair’s core values of care, knowledge, value and customer service excellence.

“Cheryl and Dan Olsen have done an outstanding job with the total layout and design of their new store,” says Bas van Lankvelt, MEDIchair’s COO. “They have doubled their floor space and in the process created a total customer oriented store -- from the parking lot -- to the showroom -- to the vehicle modification bays.”



“We were totally shocked at being chosen as the Best Dressed Store,” says Dan Olsen. “We know that we did a terrific job but we also knew that there was strong competition from coast – to – coast.”

“Receiving this award is very gratifying for our nine employees who all contributed their ideas and suggestions,” says Cheryl Olsen. “In particular, Roberta and Ron Kiplinger inspired us all by going the extra mile in helping us design an outstanding store layout that continues to receive kudos from our customers and suppliers.”

“The new layout incorporates the best features of both a home and a showroom,” adds Cheryl Olsen. “We really strived to create a store that feels like a home. We wanted customers to feel relaxed and comfortable while they were test driving products in familiar environments such as the bathroom, bedroom and living room. We think we have achieved that goal.”

“We also reached out to the professional community by adding an assessment room adjacent to the showroom,” explains Dan Olsen. “This allows local occupational and physiotherapists to come to our store with their clients to test drive various products and when appropriate provide on-site fittings for their customers. This is a major convenience and time saver for both the therapists and their customers.”

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 personal health care products such as incontinence supplies, wound care products, compression stockings, and bracing. These specialty products are designed to enhance the quality of life for people experiencing

disabilities, injuries, surgeries, and aging. MEDlchair prides itself on providing caring, knowledgeable and highly trained consultants committed to finding the right home health care product solution for each customer. MEDlchair also promotes good health through its public education and awareness programs, and through its adherence to best practice management. www.medichair.com

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