



For Immediate Release

## **MEDiChair-CHATS (Newmarket) Wins 'Best Dressed' Store Award**

Newmarket, ON and Calgary, Alberta (April 26, 2010) – MEDiChair is pleased to announce that MEDiChair-CHATS (Newmarket, Ontario) has been selected as the winner of the 2009 Harry Mykolaishyn Best Dressed Store Award among the organization's 60+ 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.

"Deborah Compton and Susan Tarrant have done an outstanding job with the layout and design of their new 4,800 square foot store," says Bas van Lankvelt, MEDiChair's COO. "They have optimized and consolidated their floor space in to a one-stop retail shopping experience. The store's ambience is akin to a relaxed, home-like environment that is ideally suited to customers and caregivers as well as local health care professionals such as Occupational Therapists."

"We are honoured and pleased about being selected as the Best Dressed Store," says Susan Tarrant, Business Manager MEDiChair-CHATS, (Newmarket). "Receiving this award is very gratifying for our MEDiChair-CHATS team who collectively contributed their ideas and suggestions that inspired us to design and build an outstanding store layout that continues to receive kudos from customers, suppliers and health care professionals."

"We tried to design our store to incorporate the best features of both a home and a showroom," adds Deborah Compton, Director of Operations for CHATS. "We strived to create a store that feels like a home. We want our customers to feel relaxed and comfortable while they are test-driving products in homelike environments such as the bathroom, bedroom and living room. We also reached out to the professional community by locating an assessment room adjacent to the showroom. This allows local occupational and physiotherapists to bring their clients to our store 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-CHATS (Newmarket)**

The new 4,800 square foot MEDiChair-CHATS store, located at 105 Harry Walker Parkway in Newmarket has a unique partnership with CHATS-Community Home Assistance to Seniors. CHATS is a not-for-profit organizations providing home and community services to seniors since 1980. All proceeds from MEDiChair-CHATS go to support services to seniors in the community. Together, MEDiChair-CHATS provides seniors and caregivers with a superior health care option.

### **About MEDiChair 'the home medical equipment specialists' Celebrating 25 years in Canada in 2010**

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 HME consultant 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-

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