

**FOR IMMEDIATE RELEASE**

**MEDICALMART a National Company with a Regional Focus expands into Newfoundland and Labrador with a Local Established Partner**

***Northern Medical Supplies acquired by Medical Mart***

**Halifax, NS, July 1st, 2011** – Medical Mart Atlantic today announced its expansion into the Newfoundland and Labrador region of the Canadian health care market with the purchase of Northern Medical Supplies, located in St. John's.

“This new partnership will allow health care providers in Atlantic Canada to be better served by greater product selection, more convenient order processing and overall better value,” said Craig Bethune, Vice-President Medical Mart Atlantic. “We are excited to work with the professionals at Northern Medical Supplies as we merge our operations while we maintain a high level of quality customer service.”

The Newfoundland and Labrador facility will continue to serve hospitals, long term care, physician, dental, home health care and EMS as it always has. It will operate with the same dedicated management team and experienced sales and service people that have made the company the success it is today.

“I am thrilled to join a wonderful organization such as **MEDICALMART**,” said Keith French, Northern Medical Supplies. “I look forward to continuing our commitment to provide the highest level of service for our existing and new clients.”

Medical Mart had been researching expansion into the Newfoundland and Labrador health care market for some time now. After exploring several options, the Medical Mart management team was most impressed by people and operations of Northern Medical.

“We couldn't have asked for a better partner in our bid to grow our organization across Canada,” says Rob West, Executive Vice President Medical Mart. “We look forward to merging the experience and expertise of both teams to further improve customer satisfaction in this marketplace so that our health care clients and the industry as a whole can benefit from our innovative supply chain solutions.”

Northern Medical Supplies, St. John's, joins one of Canada's largest medical supply companies, one that has established itself as an industry leader serving Canadians and the health care community coast to coast.

**About Medical Mart:** A privately-owned Canadian sales, wholesale and distribution company, Medical Mart provides full-service solutions to the health care industry. Since opening its doors in 1978, Medical Mart has specialized in meeting the needs of the health care provider, through reliable service and the promotion of quality products.

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