



Press Release

IDS CANADA CELEBRATES 10 YEARS AS THE LEADER IN DIRECT-TO-CONSUMER PROGRAMS IN THE HEALTHCARE WAITING ROOM ENVIRONMENT

Oakville, Ontario

June 18th, 2009

IDS Canada, an integrated point-of-care health media company, is celebrating its 10th anniversary. Established in 1999, IDS has grown to become the leading provider of direct-to-consumer health information programs in the medical waiting room environment in Canada.

IDS Canada's national network of over 3,000 healthcare locations includes primary care offices, diabetes education centres and hospitals that together provide access to over 7 million health-conscious consumers every month.

"The physician's waiting room provides a credible environment for companies with a health and wellness message to reach health-conscious consumers. Because people learn in different ways and are influenced by different media, our integrated approach offers advertisers a compelling platform to target and engage a captive audience when they are thinking about their health and are ready to act," said Paul Whitehead, President, IDS Canada.

In 2007, IDS Canada expanded its media offering to include IDS TV, a healthy living and wellness digital-screen network, designed specifically for the waiting room environment. This past year, we became a charter member of the Canadian Health Media Network (CHMN), which encompasses 500 busy medical waiting rooms across Canada. Now patients waiting to see their doctor can view the latest in health and wellness programming and promotional messages. Offering both print and digital options gives advertisers the opportunity to integrate their digital message with posters and a literature display program, generating greater impact and connection with their target audience.

"With a national team of 65 representatives, who hand-deliver healthcare brochures, posters, magazines and samples to waiting room locations in 500 communities across the country, we have the ability to reach a large audience on behalf of our clients", said Brian Good, Vice-President, IDS Canada.

"IDS Canada's valuable services help us achieve our mandate to supply health and wellness messaging to patients in the physician waiting room" says Steve Ball, VP of Canadian Medical Association (CMA) Media.

Over the past 10 years, IDS has worked with leading food, pharmaceutical and consumer health companies, as well as national and regional non-profit associations, to distribute important consumer health information to Canadians. Because the need for health and wellness information will continue to increase, IDS Canada will be expanding its healthcare networks and adding more digital screens to its existing primary care program.

About IDS Canada Inc.

IDS Canada is a member of IDS Media Group, a global health media company and the largest provider of direct-to consumer programs in the waiting room environment. Based in the Netherlands and operating in 14 countries, IDS offers advertisers an integrated media approach to target health-minded consumers in a trusted healthcare environment. Worldwide, IDS programs reach over 600 million patients and 165,000 healthcare professionals through its network of 60,000 waiting rooms.

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