

**PRESS RELEASE:**

**April 17, 2008**

**Well.ca Partners with Maple Leaf Angels to Solidify its Leadership in Canada's Online Drugstore Market**

*Toronto, ON* - Well.ca (<http://well.ca>), Canada's largest online non-prescription drugstore, receives significant financing from Maple Leaf Angels enabling it to maintain its leadership in the growing online Canadian drugstore market. Partnering with Maple Leaf Angels in this investment is Jim Estill, CEO of SYNEX Canada. "Well.ca has positioned itself to dominate the online drugstore market in Canada," said Estill. "I believe they have the potential to change the way Canadian consumers purchase their health and beauty necessities."

Building on his knowledge of the drugstore business gleaned from his pharmacist father, Ali Asaria, 27, founded Well.ca in September, 2007 to provide Canadian consumers with the convenience of online shopping for drugstore products. Asaria, a software developer, is known for creating the popular BlackBerry game BrickBreaker. Headquartered in Guelph, Ontario, Well.ca provides a vast selection of over-the-counter medications, medical supplies, skin care products, cosmetics, and more at cost effective prices. All are shipped directly to the customer's house for just \$3. The company provides convenience for busy moms, variety for rural customers, and privacy for those seeking personal products. Well.ca is growing at a rate of 35% per month and boasts a growing base of 10,000 customers.

"In the last year, Well.ca has grown at a pace and to a size previously unimaginable," said Asaria. "We're grateful to our existing customers across Canada. Accepting this investment means that we can continue to reach more Canadians, and expand the service that so many have already grown to love. In connection with this investment, we're proud to be bringing on a set of accomplished technology entrepreneurs to our board. The future is exciting for Well.ca."

Retail health is a \$29.5 billion dollar industry in Canada. While there are several successful online retail health stores in the United States, including drugstore.com [NASDAQ: DSCM] and Walgreens [NASDAQ, NYSE: WAG], Well.ca is the first Canadian focused company to serve this market.

Well.ca is seeing tremendous growth and has been named one of the top startup companies in Canada by Techvibes. It is known among its customers for its friendly, personalized customer care. With over 10,000 products online, thousands of items shipped each month, and more than 100,000 hits a day, Well.ca is one of the fastest growing e-commerce sites in Canada.

**About Well.ca**

Headquartered in Guelph, Ontario, Well.ca is an ecommerce startup serving Canada's health and beauty needs. The company's primary focus is serving Canadians from coast to coast, but also ships hard-to-find products to the United States.

Well.ca works hard to be a kind, responsible, and friendly company. The company is always open to new partnerships and product lines.

### **About the Maple Leaf Angels**

Maple Leaf Angels, based in Toronto, is composed of seasoned, high net worth private investors from a wide variety of backgrounds and careers who bridge the gap between entrepreneurs and capital. The relationship between Maple Leaf Angels and companies they partner with is powerful, helping innovative companies find the capital they need to grow their company. Since inception in 2007 this group has invested \$4 million in 9 high growth companies. Maple Leaf Angels provides more than needed financial capital; they provide intellectual capital in the form of business and industry expertise with strength in the information technology, manufacturing, alternative energy, finance and services areas. Visit <http://www.mapleleafangels.com> for more information.

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For additional information, references, and what people are saying about Well.ca, please visit the Media page on the Well.ca website at <http://well.ca/pr/>