



Well.ca makes PROFIT HOT 50 list of Canada's Emerging Growth Companies

Guelph, Ont. (September 8, 2009) Well.ca, Canada's largest online health and beauty store has earned a spot on the 10th annual PROFIT HOT 50 ranking. Since launching in 2007, the company has seen impressive growth, with sales doubling every four to five months.

"Making the PROFIT HOT 50 is incredibly validating for Well.ca," said Ali Asaria, Well.ca's founder and CEO. "We're very excited about the continued growth that we're seeing as a company and we're honoured to be ranked among the 50 fastest growing companies in Canada."

The PROFIT HOT 50 is the definitive ranking of Canada's Emerging Growth Companies. Published in the October issue of PROFIT magazine and online at PROFITguide.com, the PROFIT HOT 50 ranks young firms by two-year revenue growth.

"The PROFIT HOT 50 have achieved phenomenal growth rates despite a battered economy," said Ian Porsmouth, editor of PROFIT magazine. "Their success is a testament to their innovative approaches to satisfying the demands of the marketplace and managing their own companies."

Well.ca offers more than 18,000 non-prescription products—more SKUs available than at most Canadian drugstores—from its headquarters in downtown Guelph, Ont. The company offers free shipping and returns to anywhere in the country.

About Well.ca:

Well.ca is Canada's largest online health and beauty store. With over 18,000 products from more than 1,000 brands, Well.ca carries everything from lipstick to toothpaste, baby powder to facial moisturizer. Orders ship free, with no minimum order size, to anywhere in Canada.

Well.ca was recognized in May 2009 by IDC as one of Ten Canadian Healthcare Solutions to Watch, and in July as “one of 20 companies that are driving innovation and changing the way we use the Internet” by Backbone Magazine and KPMG.

About PROFIT Magazine:

PROFIT: Your Guide to Business Success, is Canada’s preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it’s a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5 – 250 employees and annual revenue of \$1 million to \$25 million, reaching more than 300,000 readers across Canada. Visit PROFIT online at www.PROFITmagazine.ca.

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