

## **Well.ca disrupts retail landscape with Canada's first-ever virtual store**

*Innovative product displays enable consumers to make purchases with their smartphones in Downtown Toronto*

TORONTO, April 2, 2012 – Well.ca is bringing the first QR-code virtual store in North America to downtown Toronto. Running from April 2 to 30, this exciting shopping experience allows users to skip the line ups and have their favourite health, baby and beauty products delivered to their homes.

“Well.ca is excited to bring the future of shopping to Canada. At Well.ca our mission is to break down barriers to online shopping. We’ve mashed together our love of smartphones, the convenience of e-commerce and free shipping to do something no other retailer delivers,” said Ali Asaria, founder and CEO of Well.ca. “Our website and this virtual store are perfect options for busy consumers who don’t have time to wait in line for a box of diapers or a tube of toothpaste.”

To participate in the virtual shopping experience, consumers begin by downloading the Well.ca app, available for iPhone, Android or Blackberry. Once installed, consumers can visit the virtual store – a visual representation of the store shelves they are used to – scan the product QR codes and check out on their phone. The process is simple and hassle-free and includes free delivery across Canada.

“We applaud Well.ca for this innovation that brings a new way to serve consumers where they live and work” says Gord Meyer, Marketing Director, Procter & Gamble Canada  
“Partnering with Well.ca is a perfect match to our desire to have our brands at the forefront of the fast paced and ever-changing environment of consumer digital experience.”

The virtual store will feature well known brands such as Tide, Crest, Head and Shoulders and Pampers. Those who are unable to visit the virtual store will be able to access the offers throughout the month of April at [www.well.ca](http://www.well.ca).

### **Location:**

Lower Level Brookfield Place – Corner of Front and Bay Streets in Toronto

From the 181 Bay St. entrance proceed down the escalators and toward Union Station.

The Virtual store is located just outside the Union Station TTC Subway stop.

Parking is available in Brookfield Place’s underground parking facilities.

### **About Well.ca:**

Well.ca is the largest health, baby and beauty e-commerce retailer in Canada with offices in Guelph, Toronto and Waterloo. Founded in 2008 by Ali Asaria, Well.ca carries more than 50,000

health, beauty, personal care and household products and offers free shipping to almost all Canadians. Well.ca focuses on giving customers a simple and hassle-free shopping experience and provides a personalized touch to each package shipped. Well.ca was recognized by Deloitte as one of the Technology Fast 50 Companies to Watch and Ali Asaria was a finalist in Ernst and Young's 2011 Young Entrepreneur of the Year awards.

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