



Rexall Pharma Plus opens new store in Ottawa

New drugstore relocated and expanded to better serve customers

(Ottawa, Ontario) January 10, 2009 – Rexall officially unveiled a new 11,000 sq-ft. store today on Carling Avenue at Pinecrest. Grand opening celebrations included keynote speeches from Rexall executives. The new store was relocated from its previous locality at Bayshore Shopping Centre to a new location double the size of its prior site.

“Opening the doors to this new and expanded store is a great way to kick off the New Year and we’re excited about our continued investment in the Ottawa region in the year ahead,” said **Paul Dale, Senior Vice President, Operations, Rexall**. “This store in particular has been in the community for approximately 20 years and its evolution into this larger more modern store will help us continue to provide our long-standing customers with the best possible shopping experience and patient care.”

The pharmacy-focused store layout and format at Rexall reflects growing patient demands for pharmacist advice and consultation in areas beyond traditional prescription interaction. A private consultation room is available for longer pharmacist consultations. The dispensary area provides an enhanced workflow and a more comfortable work environment for pharmacists, and the pharmacy counter is lower to facilitate pharmacist-patient interaction. Throughout the store there is a clean and modern approach to the design. Aisles are wide, ceilings are high and product categories have been expanded in areas of highest product demand such as health and nutrition. Customers will also find a modern skin care and cosmetics section and greater selections of convenience categories including high-demand convenience food products such as milk and bread.

Rexall Pharma Plus is located at 2950 Carling Avenue, Ottawa, Ontario K2B 7J7. Store hours are Monday to Saturday 8:00 a.m. to 10:00 p.m. and Sunday 9:00 a.m. to 6:00 p.m. Telephone is (613) 829-3417.

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About Katz Group Canada Ltd. and Rexall

Since 1904, Rexall has been a trusted name in retail pharmacy. As the flagship pharmacy for Katz Group Canada, a leading drug store company in North America and the largest integrated retail pharmacy network in Canada, Rexall is also the umbrella brand for a family of pharmacies dedicated to pharmacy care excellence. Rexall family of pharmacies banners are Rexall, Pharma Plus, Rexall Pharma Plus, The Medicine Shoppe, Guardian and I.D.A. All Rexall family of pharmacies banners exclusively carry Rexall™ Brand. For more information on Rexall visit www.rexall.ca.

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