



For Immediate Release

MEDlchair Ottawa expands coverage city-wide with second store

A year after buying the MEDlchair Ottawa franchise, Amit Chawla has opened a second store in Ottawa's east side. This one specialises in rehab, but remains committed to Chawla's strategy of delivering high level, customer-focussed sales and service.



(l to r) Mike Socholotuk (RT), a senior rehab product sales specialist at the new MEDlchair Ottawa store will be teaming with Hernani Eleuterio (OTA/PTA) whose is a bilingual rehab sales specialist.

Ottawa, Ontario (December 02, 2011) – It's been more than a year since Amit Chawla became the owner of the MEDlchair Ottawa franchise in Ottawa's west end. From the beginning, Chawla remained focused on his store's core strength - providing customers with a high level of sales, service and rental of home medical equipment.

“I always knew that we would expand our sales and service to Ottawa’s east side where we can better serve our clients living in that area as well as the local hospitals and seniors facilities. It was just a matter a time and circumstances,” says Chawla.

When the property at 2784A Lancaster Road became available, Chawla seized the opportunity to turn the 1300 sq. ft. building into MEDiChair Ottawa’s eastern retail store. “The standalone store is in a great location that has high traffic volume and ample free parking. Inside, we have a roomy and relaxed layout that is tailored for customers to come and tryout the latest equipment from walkers to wheelchairs and scooters. It is also easy to find products on display. We also have two assessment rooms for Occupational Therapists to bring their patients and ‘test drive’ equipment to ensure that it is a perfect fit.”



Chawla explained that the new store’s specialty is rehab. This includes expertise in managing all types of bracing requirements as well as high-end wheelchair applications that require sophisticated customization and fine tuning. He has also worked hard to secure and train new staff members like Hernani Eleuterio (OTA/PTA) whose bilingual rehab sales experience is well suited to the new store. Eleuterio will also be supported by Mike Socholotuk (RT), a senior rehab product sales specialist.

Adds Chawla, “Competition in our business is fierce. I am confident however, that in our new Ottawa East store, we have the right combination of qualified professional

people, products and service to succeed. We also remain committed to our strategy of broadening and strengthening our relationships with Ottawa-area Occupational Therapists and ensuring that we remain plugged into and engaged with local community organizations and stakeholders important to our business.”



About MEDChair Ottawa ‘the home medical equipment specialists’

MEDChair Ottawa has two locally owned stores that are part of MEDChair, North America's largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada. We carry a comprehensive line of Home Medical Equipment products including wheelchairs, scooters, lift chairs, bathroom safety products, home accessibility solutions, and soft/disposable personal health care products such as incontinence supplies, wound care, compression, and bracing. We treat all our clients with the same respect, honour, dignity and care as we would our own family. MEDChair Ottawa is a full service home medical equipment establishment offering a full range of home medical equipment and supplies and services for each of our retail customers and professional clients. www.ottawa.medichair.com
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For more information, hi-rez photos or interviews please contact:

Mr. Amit Chawla, Owner, MEDChair Ottawa (613) 721-2733 or (613) 248 8887 ottawa@medichair.ca

Mr. Neil Bousquet APR, Media Relations, MEDChair (403) 256-8834
neil.bousquet@medichair.com