



**Press release
For immediate release**

The EPIDERMA network makes top 10 list of successful SME businesses in Québec

Québec City (Québec), August, 20, 2008 - EPIDERMA, the largest network of laser hair removal clinics in the country, has just been named one of the top 10 successful SME businesses in Québec by the Sympatico / MSN website. The company, whose head office is located in Sainte-Foy, is ranked number eight on the list.

Founded in 2000 in Québec City, EPIDERMA embarked on an expansion in 2003, the year its current president, Mr. Pierre Montminy, acquired the company. Convinced of the large potential of the health and beauty industry, Mr. Montminy quickly initiated his approach by consolidating human resources in the company before laying the foundation of a business plan based on good management and top quality customer service. The result is that EPIDERMA today counts 19 clinics, 75 treatment centres and some 50 partners in Québec and Ontario. It serves more than 50,000 customers and has carried out more than 500,000 treatments since its founding.

The company has also diversified over the past few years. Along with offering laser hair removal, since 2005 EPIDERMA offers epidermabrasion, a harmless form of microdermabrasion using sodium bicarbonate. In 2006, it introduced its own exclusive line of specialized cosmetic products, whose active ingredients are mostly organic. More recently, in summer 2008, some clinics in the network have added to their services anti-wrinkle treatments by injection, administered by physicians hired specifically by the network so its clinics can offer customers this medical-type care.

Motivated by the desire to provide its customers with personalized, professional and safe services, the EPIDERMA network has rapidly risen to becoming a leader in its business segment. A pioneer in an avant-garde industry, the company works tirelessly in order to stay on the cutting edge of technology and dynamism.

To see the complete top 10 list of SME businesses in Quebec, visit <http://affaires.sympatico.msn.ca>.