



PRESS RELEASE
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**EPIDERMA BECOMES AN OFFICIAL SPONSOR OF SYNCHRO CANADA
AND ITS SENIOR NATIONAL SYNCHRONIZED SWIMMING TEAM**

Montréal, February 22, 2011 – Quebec firm Epiderma, a Canadian leader in the medical aesthetics field, announced today that it became the official sponsor of Canada's Senior National Synchronized Swimming Team, following the signing of a three year agreement with Synchro Canada, representing an investment of close to \$300,000 for Epiderma.

Synchro Canada will use this support to help its athletes' chances of taking the podium at the London 2012 Games by participating in new training camps and more competitions.

In return, Synchro Canada will give Epiderma visibility on its athletes' clothing as well as during the many events and championships in which the senior national team will take part.

"Synchro Canada is extremely pleased that a company as prestigious as Epiderma wants to partner with its Senior National Team on the road to London 2012," said Synchro Canada Chief Executive Officer, Catherine Gosselin-Després. "This mark of confidence which Epiderma has shown us today is also a helping hand that will assist our athletes to prepare to complete the final steps leading to the podium in 2012. On behalf of our athletes, our coaches and all our members, Synchro Canada wishes to thank Epiderma and to welcome them to the family."

"We are very pleased to associate our name to this high performance sport that requires strength and determination," said Epiderma President, Pierre Montminy. "Synchronized swimming is an evolving sport expressed through graceful, fluid movements, requiring great rigour and technique. And these attributes mesh perfectly with our company, which uses cutting edge technology to express the feminine values of grace, elegance and harmony."

It should be noted that this new partnership is a perfect fit with Epiderma's new brand image, which is now reflected through a new, streamlined logo with flawless lines and a smooth, rounded shape, an image depicting the results provided by the company's broad range of services. The new logo was created to express Epiderma's positioning as an expert in medical aesthetics care, a sector the network plans to further develop in the coming years.

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About Epiderma

Founded in 2000 in Quebec City, Epiderma quickly established itself as the leader in medical aesthetics care in Canada. With 19 clinics and 70 treatment centres and partners, the company employs more than 130 people in Quebec and Ontario. Driven by the desire to provide its customers with personalized, professional and safe services, Epiderma offers laser hair-removal and epidermabrasion™ services as well as anti-wrinkle treatments by injection and an exclusive line of specialized cosmetic products. It serves more than 70,000 customers and has carried out more than 700,000 treatments to date. For more information, visit www.epiderma.ca.

About Synchro Canada

Synchro Canada is the national organization governing synchronized swimming in Canada. It represents 10 provincial associations, a territorial association, as well as some 150 clubs and 12,000 members across Canada. A member of FINA, the world's governing aquatic sports organization, Synchro Canada promotes the quest for excellence by developing the athletes, citizens and ambassadors of the sport of synchronized swimming at every level. Synchro Canada would like to thank its sponsors:

Official partner: Epiderma

Program partners: Sport Canada, Own The Podium, B2ten, the *Centre national multisport-Montréal*

Official suppliers: Speedo, AdUp, MKI Travel, National Car Rental.

For further information, visit Synchro Canada's Website at www.synchro.ca or follow Synchro Canada on Twitter, Facebook and YouTube.

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