



## Press release

*For immediate release*

### **VIF Communication acquires control of PHSN's Out of Home Digital network serving medical clinics in Quebec.**

Montréal, September 15th 2008 – This acquisition will allow **Medik-TV**, a wholly owned subsidiary of VIF Communication, to immediately launch its **Medik-TV** network with an established base of 15 high traffic medical clinics in Quebec. Currently reaching 72,000 health conscious consumers monthly, **Medik-TV** plans a rapid expansion over the next 12 months with an expected audience delivery of 240,000 monthly by Fall '09.

Further, the companies have announced that **Medik-TV** will be a cornerstone affiliate of the *PHSN HEALTHMEDIA* network dedicated to delivering contextually relevant value added content to high traffic medical clinics from coast to coast.

*PHSN HEALTHMEDIA* already reaches over 1.5 million viewers monthly in 305 sites from Montreal to Vancouver although this number is expected to double, through a series of forthcoming affiliate announcements, by January '09.

VIF Communication, owned by Benoit Johnson, also operates VIF Télé, an Out of Home Digital Network of ATM's located throughout Québec.

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