

Dollco Printing's Customers Score High Marks as the Most Read Magazines in Canada

Ottawa, ON Canada (April 20, 2008) – Dollco Printing an Ottawa-based leading provider of commercial printing services, is pleased to announce that six different magazines they print have made the Top 10 List in a recent readership report released by the Print Measurement Bureau (PMB).

A total of 119 publications were measured by PMB in the study and out of the Top 10 English-language magazines (readers per copy) — *Canadian Health* magazine was ranked at number 1 with an average of 30.3 readers per copy. *Canadian Health* is a publication produced by the Canadian Medical Association, who is a key customer of Dollco Printing. Published 4 times a year with a print run of close to 55,000 copies per issue they are distributed to 36,000 doctors' and hospital waiting rooms across Canada.

Dollco sent the magazine publisher, Steve Ball a complementary wall plaque with a photo of the latest issue of the magazine. "I think it's important to recognize our customer's accomplishments in reports such as this," said Randy Blondin, Senior Account Executive for Dollco. "We are extremely proud and delighted to congratulate them for their success as the Most Read magazine in Canada."

With a highly experienced Advisory Board consisting of several recognized physicians, *Canadian Health* magazine offers readers valuable health tips and important news from the *Canadian Medical Association Journal*. "We are committed to providing our readers with the highest standards of health and wellness information," said Steve Ball, Publisher of *Canadian Health* and V.P. of CMA Media "This recognition from the PMB offers us the confidence that we are on the right track."



Dollco Printing also extends their congratulations to additional customers who made the Top 10 Readership List such as, *Canadian Geographic* with a total readership of 3.7 million and a few French-language magazines that also scored high marks, like *7 Jours* and *Le Lundi*. Part of Dollco's philosophy is "working together to build successful partnerships," and this recipe has proven to be beneficial for all our customers with the production of high quality and 'Most Read' magazines in Canada.

About Dollco Printing

Dollco Printing is one of Canada's largest privately-owned printing companies offering the most comprehensive suite of printing services under one roof in Canada.

Headquartered in Ottawa, Canada, Dollco Printing operates out of a 120,000 square foot, custom-built production facility. The company employs 300 people with offices in Ontario, Quebec, Atlantic Canada and the northeastern United States. Dollco is committed to providing responsive, resourceful service to each and every customer. www.dollco.com

About Canadian Health magazine and CMA

Canadian Health magazine is published by CMA Media, a division of Practice Solutions Ltd. It provides credible and trustworthy information to educate Canadians on health related issues. The magazine publishes health and wellness updates, covering general health promotion, as well as disease prevention and management. www.canadian-health.ca

The Canadian Medical Association (CMA) with offices across Canada was founded in 1867 and is a national, voluntary association of physicians that advocates on behalf of its members and the public for access to high quality health care, and provides leadership and guidance to physicians. CMA's mission is to serve and unite the physicians of Canada and be the national advocate, in partnership with the people of Canada, for the highest standards of health and health care.