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AWARD-WINNING POPCHIPS™ LAUNCHES IN CANADA
Innovative Line of Snacks Available Exclusively at Shoppers Drug Mart®

SAN FRANCISCO (Aug. 25, 2009)—The snack aisle in Canada just got more interesting with the introduction of *popchips*™. Launched in 2007 in the US, *popchips* have become a favourite among American snackers for having all the flavour and less than half the fat of fried chips. Now Canadian snackers can have their snack and eat it too, exclusively at Shoppers Drug Mart® and Pharmaprix^{MD}.

Never fried (unhealthy). Never baked (undelicious). *popchips* start with the finest, natural ingredients, apply heat and pressure and pop! it's a chip. The only thing added is a flavourful blend of seasonings for a chip so delicious and crispy, snackers won't even notice it's healthier. What's left out is more than half the fat of fried potato chips and all the fake flavours, colours and preservatives (and greasy fingers) that give snacking a bad name.

"All the low-fat health talk has been taking the flavour, not to mention the fun, out of snacking," said *popchips* co-founder and CEO, Keith Belling. "Since going on a mission to make snacking fun again in the US, we've received countless requests from snackers throughout Canada anxious to try *popchips*. So I'm thrilled to say they can now find them in more than 1,000 pop-ular and convenient Shoppers Drug Mart locations around Canada."

popchips' taste-bud-popping flavors, including original, barbeque, salt & pepper and sea salt & vinegar are available in 85-gram bags and 23-gram single-serve portions. Because they're popped into light and crispy chips – without all the oil in fried chips, snackers get a lot more chips per serving. And with only 100 calories and a craving crushing 15 chips in each single-serve bag, it really is ok to eat the whole bag!

"More and more, Canadian snackers are looking for healthier choices without sacrificing taste," says Luchien Hoving, Senior Vice President, Global Sourcing, Corporate and Exclusive Brands, Shoppers Drug Mart. "In keeping with our commitment to provide a diverse assortment of convenience food we're excited to be exclusively introducing a new snack to our customers that's both healthier and delicious."

popchips have consistently won hearts and awards, including being named "Best Chip" by *Men's Health*, *Real Simple* and *Health* magazines, deemed a "delicious guilt-free snack" by *US Weekly*, getting chosen for one of *Shape*'s "Best Snacks" awards, and a silver finalist in the recent New York Fancy Food Show SOFI Awards.

In the US, snackers can find *popchips* in leading retailers, including Whole Foods, Target, Safeway, Jamba Juice, and select Costco locations. To learn more about *popchips*, pop over to popchips.com, or find a Shoppers Drug Mart / Pharmaprix location near you by visiting shoppersdrugmart.ca.

About popchips™

popchips™ are an innovative line of popped chips with natural ingredients and all the flavour and less than half the fat of fried chips. *popchips, inc.* was formed in 2007 to bring new flavour and innovation to the snack aisle. Thanks to the magic of popping, *popchips turns natural ingredients into a snack so tasty and crispy that you won't even notice it's (we hesitate to say) healthier.* For more information about *popchips*, pop over to popchips.com.

About Shoppers Drug Mart Corporation

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With more than 1,144 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns more than 30 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Québec) and two luxury beauty destinations operating as Murale. As well, the Company also owns and operates 66 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta.

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