

News Release



FOR IMMEDIATE RELEASE

March 14, 2013

MedMaster Announces Login Canada as Official Canadian Distributor

MedMaster Books has selected Login Canada as its official book distributor in Canada. Effective immediately, Login Canada will assume all sales, marketing and distribution for MedMaster in Canada.

MedMaster publishes over 30 titles, including the *Made Ridiculously Simple* series. The increasingly massive body of medical information can cause much student stress; "There is too much to know and not enough time to learn it." MedMaster has a remedy: the clinical information that is most relevant to the medical student and other health professionals is carefully selected and is presented in a brief, interesting manner, often with humor and memory aids, emphasizing concepts and understanding. This reduces study time.

Mark Champagne, President of Login Canada, commented, "Login Canada has a long history of selling MedMaster's titles, and we are proud to now act as their official distributor."

MedMaster books can be purchased in Canada through Login Canada by visiting their website www.lb.ca or by calling customer service at 1-800-665-1148. Outside of Canada call 1-204-837-2987.

About Login Canada Inc. www.lb.ca

Winnipeg-based Login Canada is the premier distributor of health sciences, scientific, technical books and electronic products from over 700 publishers, with stock of over 22,000 titles and access to over 800,000 titles available from its Winnipeg and Mississauga distribution centers. The company specializes in content related to pharmacy, medicine, education, nursing, dentistry, veterinary medicine, allied health, psychology, social sciences, computer sciences, engineering, business, music and film, and a broad range of other topics. Login Canada is a privately owned and operated company, with over 21 years of experience and investment in the Canadian book and publishing industry.

About MedMaster Books www.medmaster.net

MedMaster was founded in 1979 by Stephen Goldberg MD, after his first book, *Clinical Neuroanatomy Made Ridiculously Simple*, was rejected by multiple publishers for making a serious topic funny and being too brief. It subsequently became a best seller, having sold over 350,000 copies. Dr. Goldberg, a graduate of the Albert Einstein College of Medicine, trained in Neurology, Ophthalmology and Family Medicine. He has taught medical students and residents for 25 years at the University of Miami Miller School of Medicine, where he is Professor Emeritus.

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