

Shoppers Drug Mart helps Canadians earn free rewards even faster with launch of the Shoppers Optimum MasterCard® credit card

March 19, 2009, Toronto, ON – Shoppers Drug Mart Corporation (TSX:SC) is providing Canadians with a faster way to accumulate valuable Shoppers Optimum Points with the introduction of the Shoppers Optimum MasterCard credit card from MBNA Canada Bank, (“MBNA”). Beginning this Saturday, March 21st, customers can pick up an application for the new credit card at any Shoppers Drug Mart or Pharmaprix location across Canada.

“Shoppers Optimum is one of Canada’s most popular loyalty rewards programs with more than 9.3 million active cardholders,” said Jürgen Schreiber, President & Chief Executive Officer of Shoppers Drug Mart. “With the introduction of the Shoppers Optimum MasterCard we are giving our valued program members the ability to earn even more points on products and services they purchase not only in our stores, but now, wherever they shop.”

Customers can earn up to 25 Shoppers Optimum Points for every dollar they spend at Shoppers Drug Mart and Pharmaprix when using both their Shoppers Optimum MasterCard credit card and their Shoppers Optimum Card. For every dollar spent, 15 Shoppers Optimum Points will be awarded for using the credit card and 10 points for using the Shoppers Optimum Card. When using the credit card elsewhere, cardholders will earn five Shoppers Optimum Points for every dollar they spend. To celebrate the launch of the Shoppers Optimum MasterCard, cardholders will also receive 15,000 Shoppers Optimum Bonus Points, valued at \$25, for the first retail purchase made with the credit card.

“We are excited to announce our partnership with Shoppers Drug Mart to introduce the new Shoppers Optimum MasterCard card program”, said Debra Armstrong, president, MBNA Canada Bank. “This innovative new credit card program is a great way to reward customers for their business and loyalty. With the Shoppers Optimum MasterCard credit card, Shoppers Optimum members can earn more than double the amount of Shoppers Optimum Points every time they shop at Shoppers Drug Mart and Pharmaprix. As an added bonus, the customer will be able to personalize their card by choosing one of five different colours: blue; lavender; green; red; silver.”

The new credit card also offers the convenience of MasterCard *PayPass*®, the contactless ‘tap and go’ payment technology that provides consumers with a fast, secure and convenient alternative to cash for their everyday purchases.

Shoppers Optimum Points can be redeemed for thousands of items, from health and beauty products to everyday household essentials, within Shoppers Drug Mart and Pharmaprix stores across Canada. Applications for the Shoppers Optimum MasterCard are available in any Shoppers Drug Mart or Pharmaprix location or online at www.shoppersdrugmart.ca

About Shoppers Drug Mart

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 1,119 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.

About MBNA Canada Bank

MBNA Canada Bank (“MBNA”) is the leading Canadian provider of co-branded and affinity credit card programs and Canada’s largest MasterCard credit card provider. MBNA is endorsed by nearly 900 Canadian organizations, colleges, universities, financial institutions and credit unions. MBNA provides financial products and services throughout Canada from its headquarters in Ottawa and operations in Regina and Winnipeg. MBNA is an affiliate of Bank of America Corporation.

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