

PRESS RELEASE

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VuePoint IDS Acquires M2L Optical Media Division.

Greenfield Park, QC and Guelph, ON, December 8, 2014 – M2L Inc. and VuePoint IDS Inc. are pleased to announce that they have reached an agreement in which VuePoint IDS Inc. has acquired M2L's optical media properties including *Opt!k*[®] magazine, Capsule DotClip e-Newsletter, InfoClip.ca Web Portal, iCan targeted e-mail/fax service and eyewear consumer magazine *Tmag*. *Opt!k*[®] reaches over 13,000 Canadian eye care professionals and the digital media titles reach over 7,000 eye care professionals (ECPs). M2L Inc. will continue to provide its marketing services to eye care professionals and industry suppliers and expand the MicoTV digital signage service.

The transaction is effective immediately. There will be a transition period in which the M2L executive team, Danielle St-Jean and Marc M. Lavoie, and staff will fully support VuePoint in the seamless continuation of media activities to provide stakeholders with the same reliable and high quality service for which M2L is known.

The strong editorial team established by M2L will continue to provide outstanding work for VuePoint IDS Inc. Additional resources will be added to the team as VuePoint diversifies the content and provides additional products and services.

"I am sure that, with its expertise and resources, Vuepoint is well-equipped to address the evolving needs of the Canadian industry in an increasingly digital and multi-platform environment," says the president and CEO of M2L Inc., Marc M. Lavoie.

VuePoint IDS Inc. is a new company founded by David Pietrobon, an experienced vision care industry executive and entrepreneur. Mr. Pietrobon was previously president and general manager of the Canadian divisions of leading multi-national corporations in the ophthalmic lenses, contact lens, and ophthalmic pharmaceutical industries, including HOYA Vision Care and CIBA Vision. He has also founded several innovative information technology companies based on partnerships with professional associations in the eye care industry, including Optometry.net and Vision Alliance Network. He was also a co-founder of EyeCarePro.net.

"M2L Media, through Marc and Danielle's dedication, have done a great job in creating a truly national platform of excellent media services for the eye care industry. The Canadian Vision Care market is an exciting space rich with opportunities. VuePoint looks forward to engaging with the community, bringing insight and energy," says Mr. Pietrobon.

VuePoint strategically aligns with Jobson publishing.

In a separate news release to follow, VuePoint will announce a comprehensive multi-year strategic partnership with Jobson Medical Information, publishers of world-class industry publications including *Vision Monday, 20/20* and *Review[®] of Optometry*. The arrangement will facilitate the reach of Jobson's media brands and content into the Canadian market to supplement VuePoint's acquired media titles. Additionally, VuePoint will exclusively represent Jobson's media titles and services in the Canadian market, and Jobson will represent the VuePoint titles in the US market.

VuePoint is based in Guelph, Ontario, and will maintain a place of business in Quebec, in the greater Montreal area.

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