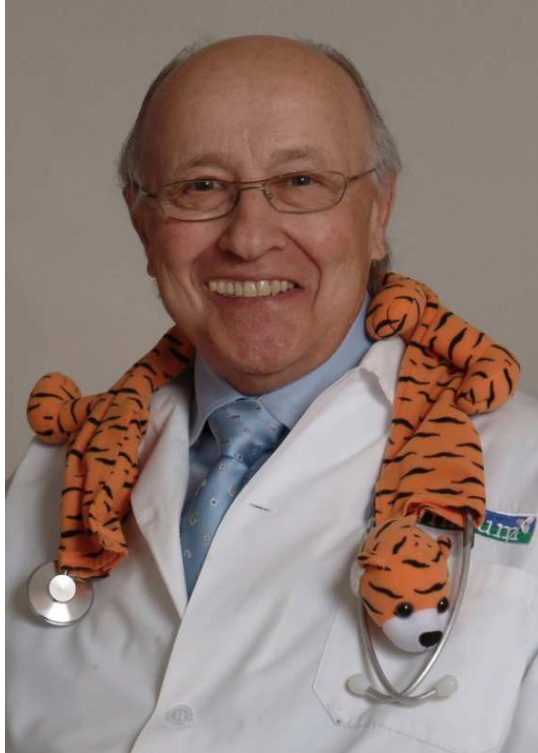


BIOGRAPHY

DR. MICHAEL (MICKEY) LESTER

B.A., M.D., FRCPC



Dr. Mickey Lester was born on August 11, 1938 in Toronto. He graduated from the University of Toronto in 1964.

He began his consultant and general paediatric practice more than 40 years ago and currently runs a private and consulting practice in Mississauga, Ontario, providing paediatric care for children from birth to 18 years of age.

During his 40 plus years as a paediatrician, Dr. Lester has had more than 300,000 visits to his office.

In June 2012, Dr. Lester released his first book entitled, "Say AAAH": A Common Sense A to Z Guide to those 'AAAHsome' Years Newborn to Age 5'.

Dr. Lester is married with 4 children and 7 grandchildren.

Dr. Lester's **resume** includes:

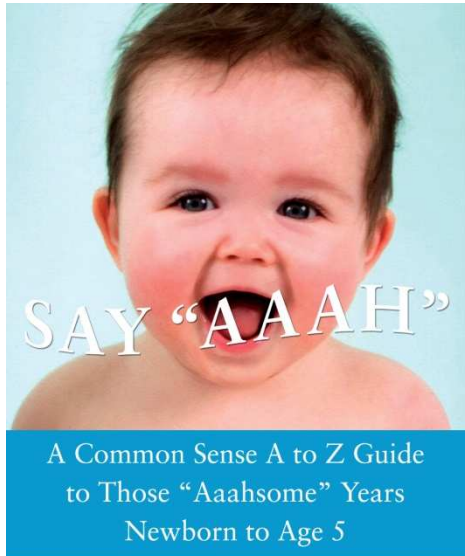
- Consultant and teaching paediatrician at SickKids in Toronto for 35 years
- Former Chief of Paediatrics at Trillium Health Centre
- Assistant Professor of Paediatrics at the University of Toronto.
- Paediatric advisor for Mississauga Community Living for 5 years
- Speaker at events for parents on paediatric health issues
- Lecturer to family practitioners on various paediatric health issues
- Teacher and mentor, providing training and office experience for medical students, family practice residents, nurse-practitioners and paediatric residents

BIOGRAPHY (continued)
DR. MICHAEL (MICKEY) LESTER
B.A., M.D., FRCPC

Dr. Lester's **media work** includes:

- CFRB NewsTalk1010 weekly, call-in radio show
- Monthly appearances on CityTV's Marilyn Denis Show for 4 years
- Periodic appearances on CTV News over the past 4 years to discuss paediatric health concerns
- Frequent guest appearances on the phone-in Health Hour on CP24 television
- Monthly articles for Post City Magazines for 4 years
- Member of the advisory board of Treehouse TV for 2 years

ABOUT THE BOOK:



DR. MICHAEL (MICKEY) LESTER
B.A., M.D., F.R.C.P.C.

Say "AAAH": A Common Sense A to Z Guide to Those AAAHsome years Newborn to Age 5, was written by Dr. Michael (Mickey) Lester, B.A., M.D, FRCPC and released in June, 2012.

Background:

Say "AAAH" was 25 years in the making --- the culmination of the experience, observations and tips Dr. Mickey Lester gleaned from his paediatric practice. During this time, Dr. Lester treated thousands of children while striving to allay the fears and anxieties of their parents by providing them hand-outs with important tips and pertinent information on baby and child care.

Dr. Lester's observations, along with interactions with his patients and their parents, as well as tips culled from hand-outs formed the basis of "Say AAAH".

During his more than 40 years as a paediatrician, Dr. Lester has had more than 300,000 visits to his office. The book was created to educate and empower parents about their newborn/toddler/young child and simplify common terms and health conditions that babies and their parents may face.

At age of 73 and still practicing at his busy and successful paediatric office in Mississauga, Ontario, Dr. Lester was compelled to collect, synthesize, create and write his first book, "Say AAAH".

Features:

- More than 1,000 individual topics
- Over 150 photos
- Soft-cover with 384 total pages
- Tips, advice and medical information
- Newborn and baby-care health facts
- Easily-referenced
- Alphabetized topics and themes
- Comprehensive index
- Retail for \$36.95 (plus taxes and shipping)
- Released June 2012
- Available for purchase online at www.drmickeylester.com

TESTIMONIALS

"I wish I'd been given this practical guide to baby care at the maternity ward of the hospital. In "Say AAAH", Dr. Mickey Lester dispenses clear, invaluable advice in his signature no-nonsense manner. It's obvious that he's had decades of experience dealing with anxious new parents, as he routinely anticipates the next questions in a way that puts a parent at ease. I particularly appreciate that I don't have to wade through lots of text to get to the answer I'm looking for --- and I can be confident that Dr. Lester's advice is the perfect combination of the most up-to-date knowledge and years of practical experience. It's the next best thing to a doctor's visit."

Catherine Black, New Mom and Assistant Professor, OCAD

"It is wonderful to finally read a book that is extremely helpful to both new and experienced parents. Dr. Lester's logical, no-nonsense approach to paediatrics has been a comfort to our family for 20 years. To have a written reference to his years of expertise is a blessing. I recommend this wonderful book to every new mom and family, knowing the comfort this written knowledge will bring. Thank you, Dr. Lester."

Michelle J. Krizmanich, Mom of 2

"Well written, easy to read and entertaining, with sound advice for anxious parents."

Kavita Aswani, PHD, Mom of two little boys

"Dr. Michael Lester has been on active staff at Trillium Health Centre for over 40 years. His wealth of experience in community paediatrics is evident in this comprehensive resource that he has written for parents. This book combines his knowledge of paediatric health and disease with his practical approach to dealing with common problems that all parents encounter as they seek to raise their children".

Melanie Binnington, MD, FRCPC, Chief of Paediatrics, Trillium Health Centre

"I have reviewed Dr. Lester's book and found it very informative and user-friendly. "Say AAAH" covers most concerns you will have regarding a child's medical and developmental needs. I highly recommend his book to all parents and caregivers."

Dr. Eunice Lau, Family Physician

10 QUESTIONS AND ANSWERS

DR. MICHAEL (MICKEY) LESTER, B.A., M.D., FRCPC
Paediatrician
Author, "Say AAAH"

WHY DID YOU WRITE "SAY AAAH"?

I wrote "Say AAAH" to try to demystify health issues that children may face. Many of these issues are not problems at all (except to the caregiver).

WHAT IS THE OBJECTIVE OF "SAY AAAH"

The objective of "Say AAAH" is to empower caregivers with knowledge that will enable them to make informed health choices and decisions for their children and to lessen their stress.

WHY IS "SAY AAAH" UNIQUE AND DIFFERENT FROM WHAT IS AVAILABLE?

"Say AAAH" is different from other books on the market because of its encyclopedia format. It also contains over 150 photographs of various conditions babies and children may encounter.

WHO SHOULD BE READING "SAY AAAH"?

The book is written for new and expectant parents and caregivers. Medical students, medical residents and nurse practitioners may also find it useful.

WHY IS "SAY AAAH" AN IMPORTANT RESOURCE?

The book contains practical knowledge to help parents and caregivers problem solve, reduce worry and stress and make informed choices when it comes to their child's health.

HOW IS THE INFORMATION CONTAINED IN THE BOOK COMPILED?

The information compiled in "Say AAAH" is culled from experience gained during my 40+ years as a paediatrician. Throughout this time, I created handouts on questions that parents would repeatedly ask me. Soon I had close to 200 pages of handouts. The book flowed from there.

WHY DID YOU DECIDE ON AN ENCYCLOPEDIA FORMAT?

I chose the encyclopedia format because it allows the caregiver quick access to information and is an easy format to reference topics from -- crucial when they have an ill baby or child.

WHAT IS THE MOST IMPORTANT MESSAGE IN "SAY AAAH" FOR PARENTS?

My key message can be summarized in the "C's" --- consistency, common sense, calm and controlled, and a "C" ence of humor. Add to these lots of structure and you have a great recipe for happy child rearing.

10 QUESTIONS AND ANSWERS (continued)

DR. MICHAEL (MICKEY) LESTER, B.A., M.D., FRCPC

Paediatrician

Author, "Say AAAH"

WHAT DID YOU LEARN FROM WRITING THE BOOK?

I realized how fortunate I am that I love what I do as a paediatrician. This book has truly been a labour of love.

WHAT DO YOU HOPE READERS WILL GET OUT OF THE BOOK?

I hope that parents and caregivers gain some medical knowledge concerning their children that will empower them to problem solve and ask the right questions from their child's physician. I also hope that it helps to alleviate the stresses that come with parenthood.