

NEWS RELEASE

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FOR IMMEDIATE RELEASE December 15, 2004

NORTHERNER'S AND CANADIAN DIABETES ASSOCIATION THE BIG WINNERS AT THIS YEAR'S HONOLULU MARATHON

WINNIPEG—The North West Company's 2004 Team Diabetes successfully completed the 2004 Honolulu Marathon on Sunday, December 12th, marking the fourth consecutive year of the North West employee participation in promoting Diabetes prevention and healthy living. Team fundraising is continuing through to the end of 2004 and is expected to reach over \$110,000.

The team was selected from across North West's operations in Canada starting with Manasie Quanaq of Igloodik, Nunavut, 300 kms above the Arctic Circle. He was joined by Rose Gallo from the northern Quebec community of Kuujjuaq, Dee Opperman of Norman Wells, North West Territories, and Denise Batterton, Christine Reimer and team captain, John Murphy from Winnipeg, Manitoba.

"This was a dedicated team that committed hundreds of hours to training and fundraising," said Edward Kennedy, President and CEO of the North West Company. "They are truly leaders in raising awareness of Diabetes and the value of healthy living."

Over the last three years, The North West Company has raised over \$350,000 for diabetes research. During the month of December, North West will continue to sell Snowman pin-ups as parts of its Gift of Hope Campaign in all Canadian Northern, North Mart and Giant Tiger stores. All the proceeds from these sales will go directly to Team Diabetes. The monies collected from this campaign will be augmented by North West's year round Diabetes Coin Box program as well as company-wide staff fundraising.

The North West Company helps communities through its Healthy Living Program, which highlights foods low in fat and sugar, and high in fibre. In 1999, North West received the Canadian Diabetes Association's ("CDA") Lawson Award for their achievements in the fight against diabetes. In 2003, North West was named awarded Outstanding Business Partner of the Year by the CDA.

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