



THE NORTH WEST COMPANY PRESS RELEASE

"THE NORTH'S TOP RETAILER ANNOUNCES NEW NAME"

Winnipeg, June 22th, 2005: The North West Company is changing the name for 31 stores in Nunavut, NWT and the Nunavik region of Northern Quebec. The Inuit language word Niuvirvik, ᓄᐅ ᐃᑦ ᐃᑦ, meaning "a place to find things," will be added to The North West Company's current trading names Northern and NorthMart.

"We believe in a local approach to our business," said Mr. Kennedy, "It's what we do for each community and customer we serve that makes a difference. Keeping with this principle, the addition of the word "Niuvirvik" is a clear message that we are a northern retailer and that we want our customers to feel at home shopping with us, as they have for so many years"

Nunavut and NWT communities involved in the change include Arctic Bay, Arviat, Baker Lake, Cambridge Bay, Cape Dorset, Chesterfield Inlet, Clyde River, Coral Harbour, Gjoa Haven, Hall Beach, Holman, Igloodik, Iqaluit, Kimmirut, Kugluktuk, Pangnirtung, Pond Inlet, Qikiqtarjuaq, Rankin Inlet, Repulse Bay, Sanikiluaq, and Taloyoak. Stores in Nunavik include Inukjuak, Kangiqsualujjuaq, Kangiqsujuaq, Kangirsuk, Kuujjuaq, Kuujjuaraapik, Puvirnituaq, Salluit and Umiujaq.

The North West Company is the leading retailer of food and everyday products and services to northern communities across Canada and Alaska. NWC operates 183 stores under a number of trading names, including *Northern*, *NorthMart*, *Giant Tiger* and *AC Value Center*, and now *Northern* ᓄᐅ ᐃᑦ ᐃᑦ and *NorthMart* ᓄᐅ ᐃᑦ ᐃᑦ.

The units of the North West Company Fund trade on the TSX Toronto Stock Exchange under the symbol "NWF.UN".

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