



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **New Giant Tiger Store to ROAR into Lethbridge, Alberta**

**Winnipeg, June 20, 2007:** The North West Company (NWC) today officially announced plans to open its newest Giant Tiger store in Lethbridge, Alberta. This will be NWC's sixth store in Alberta following the successful opening of its first Edmonton store in 2003, a Grande Prairie store in April 2006, a Calgary store in June 2006, a Medicine Hat store in August 2006 and a second Edmonton store in February 2007. The 23,147 square foot Lethbridge store is set to open on August 25, 2007 at 425 – 13<sup>th</sup> Street North.

"We're looking forward to bringing the Giant Tiger shopping experience to Lethbridge shoppers and being part of this growing community," said Edward Kennedy, President and CEO of Winnipeg-based NWC. "Giant Tiger offers a unique mix of current fashion merchandise at outstanding prices combined with on-trend home products and fantastic food values. Our stores are local, convenient and all-Canadian. We've had a terrific response from customers since we opened our first Alberta Giant Tiger store in Edmonton four years ago."

"We are all very excited about our new location in Lethbridge," says Jeff York, President of Ottawa-based Giant Tiger Stores Limited. "Customers in and around Lethbridge will find us to be an affordable and convenient destination for fashion clothing, groceries and everyday basic needs. Giant Tiger, your all-Canadian family discount store, will be a clean, neat, bright, friendly, and fun place to shop. We have everyday low prices and great values on current fashions and footwear for the entire family. We also carry groceries, frozen food and dairy products along with great home decorating items, health and beauty products and cleaning items," says York.

Giant Tiger has a buying office in Montreal, Canada's fashion capital. Clothes to keep you dressed in style will arrive at the store every day of the year. At Giant Tiger, each store has control over the merchandise that is purchased to best suit the needs of its community. "You'll find that the identical quality and fashion items offered by the major chain stores are sold at Giant Tiger at remarkably lower prices," says York.

The North West Company and Giant Tiger have a 30-year Master Franchise Agreement which grants NWC the exclusive right to open and operate 72 Giant Tiger stores in western Canada.

Giant Tiger, Canada's leading junior discount store chain, was established in 1961 in Ottawa and has grown to 176 locations in Ontario, Quebec, Manitoba, Saskatchewan, Alberta, and New Brunswick. Giant Tiger Stores Limited is a privately held company.

The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighborhoods across Canada and Alaska. NWC operates 204 stores under a number of trading names, including Northern, NorthMart, Giant Tiger and AC Value Center, and provides catalogue shopping services through its *Selections* catalogue in northern Canada.

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

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