



The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean.

NEWS RELEASE – FOR IMMEDIATE RELEASE

THE NORTH WEST COMPANY INC. ANNOUNCES NEW TSX SYMBOL - “NWC”

Winnipeg, April 29, 2011 (TSX:NWF): The North West Company Inc. (“North West”) today announced that effective the opening of business on Monday, May 2, 2011, the common shares of North West will commence trading under the symbol “NWC”.

“North West historically traded under “NWC” prior to becoming an income fund in 1997, and with our conversion back to a share corporation earlier this year, we are pleased to return to this symbol which is more reflective of our corporate identity”, said Edward Kennedy, President and Chief Executive Officer of North West.

Company Profile

The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean. North West operates 230 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less and has annualized sales of approximately CDN\$1.5 billion.

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