

COST-U-LESS BARBADOS ANNOUNCES NEW PARTNERSHIP WITH THE DIABETES ASSOCIATION OF BARBADOS

Winnipeg, January 17, 2012 – Cost-U-Less Barbados is pleased to announce a new partnership with the Diabetes Association of Barbados as part the company’s commitment to the community.

“Cost-U-Less is looking forward to what will be a long and lasting relationship with the Diabetes Association of Barbados. We are very excited about this new partnership and the role the store will play in helping to promote diabetes awareness and programming,” says David Lui, Director, Marketing Services, The North West Company.

Through the partnership, Cost-U-Less will support the Diabetes Association of Barbados thorough a number of in-store and community events, as well as volunteer commitments to raise funds for diabetes awareness and programming on the island.

"The Diabetes Association of Barbados welcomes Cost-U-Less to Barbados, and appreciates your recognition of our reputation as the driving force and trusted leader in our diabetes community,” says Noreen Merritt, President, Diabetes Association of Barbados. “Cost-U-Less’ offer to partner with us will help us address the growing diabetes epidemic, expand our community outreach and education programs, promote healthy lifestyles, intensify our advocacy efforts and raise critical dollars to accomplish our mission to promote prevention of developing diabetes and diabetes complications."

Cost-U-Less will mark the partnership with the Diabetes Association of Barbados during the store’s grand opening celebration. The official launch of the partnership will take place in February, 2013 with the launch of the Gift of Hope campaign.

Over the course of the campaign customers are encouraged to purchase single paper icons, for \$2, or family packs, for \$10, in support of diabetes awareness and programming. The icons are displayed throughout Cost-U-Less to celebrate customers’ support.

Cost-U-Less Barbados is scheduled to open its doors on February 2, 2013.

About Cost-U-Less

Cost-U-Less, a division of Canadian-based community retailer The North West Company – operates 12 mid-sized warehouse club-style stores in the United States Territories, Hawaiian Islands, South Pacific, Caribbean and Sonora, California.

For more information contact:

Connie Tamoto

Manager, Corporate Communications

P: 204.934.1672, C: 204.918.0344

E: ctamoto@northwest.ca