

Northern & NorthMart Launch 2012 Drop the Pop Campaign

Winnipeg, February 1 – Northern & NorthMart are committed to promoting healthy lifestyles for our employees and the community. That is why we are pleased to announce we are once again partnering with the Northwest Territories, Yukon and Nunavut governments on the Drop the Pop campaign.

Drop the Pop is a program created to encourage students, teachers, parents and daycares to swap out sugary drinks for healthier beverage options. To help promote the program, Northern & NorthMart will provide each student with a *free* milk or YOP product redeemable at the store.

“We have seen a positive increase in the consumption of dairy products in our stores this year by younger people,” says Michael McMullen, Executive Vice President for Northern Canada Retail. “Products like YOP & various yogurts have a break through quality. The taste and flavors are appealing to youth and we don’t even have to mention they are healthier for them. Teens and younger children are already savvy enough to know this. We just embrace and support their insights and behavior with a free healthier choice.”

Northern & NorthMart view the campaign as an opportunity to harness the energy and consumption trends of kids to promote and educate on the topic of healthy food and drink choices.

“Drop the Pop has become one of our department’s most visible health promotion campaigns and we are thrilled that schools across the territory take part in great numbers every year,” says Jennifer Wakegijig, Territorial Nutritionist, Department of Health and Social Services, Government of Nunavut. “We appreciate the help of all of our sponsors as we work to promote healthy drink choices and healthy lifestyles.”

Educational events promoting Drop the Pop will take place at elementary schools throughout the territories from February 1st - April 1st.

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About Northern & NorthMart

Northern and NorthMart, divisions of The North West Company, are the largest local employer in Canada’s North, with over 3,100 employees and an annual payroll exceeding \$65 million. Northern and NorthMart are the largest private sector employer of Inuit and First Nations people in Canada and have invested \$271 million in capital in 134 northern communities across Canada in infrastructure, inventory and other assets. Northern and NorthMart purchase \$34 million in goods and services in northern communities annually.

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