



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

Fifth Giant Tiger Store to ROAR into Edmonton, Alberta

Winnipeg, April 4, 2011 (TSX:NWF): The North West Company Inc. (“NWC” or “North West”) today officially announced that the opening date for its new Giant Tiger store in Edmonton, Alberta will be April 9th. The 24,910 square foot store is located at 11431 – 40 Avenue NW. This will be NWC’s fifth Edmonton store and thirteenth Alberta store following openings in Grand Prairie, Medicine Hat, Lethbridge, Fort Saskatchewan, Leduc and Calgary.

“We’re very pleased to be opening our fifth Giant Tiger all-Canadian discount store in Edmonton,” said Edward Kennedy, President and CEO of The North West Company Inc. “We have received a terrific response from Edmonton shoppers ever since our first store opened in the city eight years ago. We are confident that our new Petrolia Giant Tiger store will be a great addition to shopping choices in the community. We commit to bringing shoppers the same convenience and outstanding selection of food, fashion merchandise, everyday products and low prices that they have come to expect from us at our 12 other Alberta Giant Tiger stores.”

“We are all very excited about our newest location in Edmonton,” says Andy Gross, President and CEO of Ottawa-based Giant Tiger Stores Limited. “Customers in and around Edmonton will find us to be an affordable and convenient destination for fashion clothing, groceries and everyday basic needs. Your new 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. Our customers tell us that shopping at Giant Tiger is like a “Treasure Hunt” because of the incredible new merchandise arriving daily and the unexpected Great Deals they find in store every time they visit,” says Gross.



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 fashion items offered by the major chain stores are sold at Giant Tiger at remarkably lower prices," says Gross.

The North West Company Inc. and Giant Tiger have a Master Franchise Agreement which grants NWC the right to open and operate 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 200 locations in Ontario, Quebec, New Brunswick, Nova Scotia, Manitoba, Alberta, Saskatchewan and British Columbia. 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 remote 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.

The common shares of North West trade on the Toronto Stock Exchange under the symbol "NWF".

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