



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

Fourth Giant Tiger Store to ROAR into Edmonton, Alberta This Saturday

Winnipeg, September 22, 2009: The North West Company (NWC) today officially announced that this Saturday, September 26th will be the grand opening date for its newest Giant Tiger store in Edmonton. This will be NWC's fourth Edmonton store and follows the successful opening of its Kensington Shopping Centre location last year. The 20,000 square foot store is set to open at the Londondale Mall (7540 – 144th Avenue NW).

"We are pleased to be opening this week our fourth Edmonton store, following the success of our Jasper Place, Clareview and Kensington Shopping Centre stores," said Edward Kennedy, President and CEO of Winnipeg-based NWC. "Giant Tiger continues to be a unique store with terrific customer appeal. We set the standard for current fashion merchandise at outstanding prices combined with on-trend home products and fantastic food values. We are local, convenient and all-Canadian. This adds up to a winning shopping experience for Edmonton consumers that we will be bringing to our new Londondale Mall location."

"We are all very excited about our fourth location in Edmonton," says Andy Gross, President 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," 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 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 191 locations in Ontario, Quebec, Manitoba, Saskatchewan, Alberta, New Brunswick 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 rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean. North West operates 225 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less.

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

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