



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

Giant Tiger Store to ROAR into Leduc, Alberta

Winnipeg, November 17, 2009: The North West Company (NWC) today officially announced plans to open a Giant Tiger store in Leduc, Alberta. This will be NWC's tenth store in Alberta following openings in Edmonton, Grande Prairie, Calgary, Medicine Hat, Lethbridge and Fort Saskatchewan. The 18,872 square foot store is set to open on November 21st at the Leduc Towne Square, Unit 112, 6108 – 50th Street.

"We're very pleased to be opening a Giant Tiger all-Canadian discount store in Leduc," said Edward Kennedy, President and CEO of The North West Company. "Leduc is a dynamic community and we feel that Giant Tiger will be a great addition to the available shopping choices. We've had a terrific response from customers since we opened our first Alberta Giant Tiger store in Edmonton six years ago. We look forward to bringing Leduc and area shoppers the same convenience and outstanding selection of food, fashion merchandise, everyday products and low prices that our customers have come to expect from us."

"We are all very excited about our new location in Leduc," says Andy Gross, President of Ottawa-based Giant Tiger Stores Limited. "Customers in and around Leduc 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 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 193 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 rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean. North West operates 227 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".

-30-

For more information contact:

Edward Kennedy, President and CEO, The North West Company
Phone 204-934-1482; fax 204-934-1317; e-mail ekennedy@northwest.ca

Andy Gross, President and COO, Giant Tiger Stores Limited
Phone 613-521-8222; fax 613-521-4474; e-mail agross@gianttiger.com

Or visit on-line at www.northwest.ca and/or www.gianttiger.com

