



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

THE NORTH WEST COMPANY INC. ANNOUNCES DIRECTOR RESIGNATION

Winnipeg, February 3, 2011 (TSX:NWF): The North West Company Inc. (“North West”) today announced the resignation of Keith Martell as Director of North West due to his primary business commitments.

“On behalf of the Board members, the management team and the staff of North West, I would like to thank Keith for his valued contributions and commitment to the success of North West since being appointed to the Board in December, 2000”, said H. Sanford Riley, Chairperson of the Board of Directors. “We wish Keith all the best in his future endeavours”.

The Board of Directors has begun the search for a new director.

Company Profile

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 230 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less and has annualized sales of approximately CDN\$1.5 billion.

The common shares of The North West Company Inc. trade on the Toronto Stock Exchange under the symbol “NWF”.

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