

NEWS RELEASE - FOR IMMEDIATE RELEASE

*The North West Company Inc. Launches Healthy Horizons Foundation
Within Communities Served by Northern and North Mart Stores*

Winnipeg, Manitoba, November 10, 2015 (TSX:NWC) – The North West Company Inc. (“North West”) announced today that it has launched Healthy Horizons Foundation, a non-profit organization aimed at funding programs which promote the well-being of youth through education, nutrition and active lifestyles.

“North West currently raises or directly contributes over \$1million annually toward a range of important community-based initiatives”, commented President and CEO Edward Kennedy. “Healthy Horizons is an exciting step forward that builds on our knowledge and network within the communities we serve to make an even greater impact on youth. Our approach will be very collaborative, reflecting community-based priorities and helping bring local, regional and national organizations to the table. As an example, we plan to continue to work closely with the Canadian Diabetes Association (“CDA”), as we have for the past 15 years.”

“The initial focus of Healthy Horizons will be on communities in northern Canada where we operate Northern and North Mart stores”, Mr. Kennedy added. North West will fund 100% of the Foundation’s administration and fund-raising costs, so that 100% of every dollar raised is directly reinvested into community programs. As an example, one of our fundraising and active living events will be sending running teams of employees and community members to marathon events as we did in the past with CDA. The difference is that North West will pay for all of the travel and accommodation costs, making this event more attractive to participants and their donors.”

To be eligible for funding from the Healthy Horizons Foundation, a community or organization must be a registered charity in Canada, or otherwise registered as a “qualified donee” as defined in the *Income Tax Act* (Canada).

North West and Healthy Horizons Foundation are committed to assisting communities and organizations who currently do not qualify for funding with the application process to become a qualified donee. For more information email us at: healthyhorizonsfoundation@northwest.ca.

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About The North West Company Inc.

North West, through its subsidiaries, is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. North West is committed to helping its customers live better by bringing them the best products and services, together with a tradition of community support. North West's Northern and NorthMart stores are the largest local private employer of indigenous people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

For more information contact:

Derek Reimer

Director, Business Development

P: 204.934.1469

E: dreimer@northwest.ca

