



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. Releases Audited Consolidated Financial Statements

Winnipeg, April 6, 2011 (TSX:NWF): The North West Company Inc. (the “Company” or “North West”) today released today its audited consolidated financial statements for the year ended January 31, 2011, its Annual Management’s Discussion and Analysis, and Annual Information Form for the same period. These documents can be found on the Company’s profile on the SEDAR website at www.sedar.com and on the Company’s website at www.northwest.ca.

The Company previously released its unaudited financial results for the fourth quarter ended January 31, 2011 on March 16, 2011.

Company Profile

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

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