

NEWS RELEASE – For Immediate Release

TAKE PRIDE—TAKE ACTION IN NORTHERN MANITOBA

TAKE PRIDE WINNIPEG! INC AND THE NORTHERN OXFORD HOUSE STORE BRING CIVIC PRIDE PROGRAM TO OXFORD HOUSE SCHOOL

Winnipeg, May 4, 2010:

Oxford House, Manitoba—A Winnipeg-based organization is hoping to spread the message of community pride in Oxford House today.

Take Pride—Take Action aims to raise civic pride in school-aged students through school and community involvement. The program is being introduced to Oxford House School students May 4, 2010 by *Take Pride Winnipeg!* and Northern staff with a morning presentation on litter and graffiti, followed by an afternoon activity focused on improving the community. Fitness and nutritional education sessions will also be held during the *Take Pride* presentation on Tuesday. Healthy snacks will be donated by the Northern store.

“Children are the future of our communities,” says Tom Ethans, executive director, *Take Pride Winnipeg!*. “By instilling civic pride in students at a young age, we hope they will carry a sense of community responsibility into adulthood. If we work together, we can have cleaner, happier, healthier communities throughout Manitoba,” Ethans states.

All *Take Pride Winnipeg!* school programs are offered free of charge. Take Pride—Take Action will formally launch in Winnipeg in September, for the 2010-2011 school year. For more information on educational programs and presentations for your school, please email jorge@takepride.mb.ca.

“We are happy to support the Take Pride program with the students of Oxford House School. This is a platform for enhancing civic pride, promoting the students' ability to have a positive impact in their own community”, says Michael McMullen, Executive Vice President, Northern Canada Retail division for The North West Company.

Take Pride Winnipeg! is pleased to acknowledge Northern for their support of this first northern Manitoba outreach project for the organization.

Take Pride Winnipeg! is a private, non-profit organization, dedicated to inspiring community pride, raising public awareness and promoting citizen responsibility in keeping the city of Winnipeg clean and beautiful. For more information on this and other *Take Pride Winnipeg!* programs, please visit www.takepride.mb.ca.

The North West Company (NWC) is a leading retailer of everyday products and services to remote communities and urban neighbourhoods. NWC aspire to be recognized for operational excellence, customer service and a relentless enterprising spirit. Please visit www.northwest.ca.

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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 222 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center, and Cost-U-Less

The units of the Fund trade on the Toronto Stock Exchange under the symbol “NWF.UN”.

