



## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **New Giant Tiger Store to ROAR into Cranbrook, British Columbia**

**Winnipeg, August 31, 2007:** The North West Company (NWC) today officially announced plans to open its newest Giant Tiger store in Cranbrook, British Columbia. This will be NWC's first store in British Columbia and its 25<sup>th</sup> Giant Tiger store in western Canada. The 20,338 square foot Cranbrook store is set to open on September 29, 2007 at Unit 260, 1311 North 2<sup>nd</sup> Street.

"We're looking forward to bringing the Giant Tiger shopping experience to British Columbia shoppers, starting in Cranbrook this fall," said Edward Kennedy, President and CEO of Winnipeg-based NWC. "We recognize that Cranbrook is an important regional centre and we believe that area residents will be attracted to Giant Tiger's unique mix of current fashion merchandise at outstanding prices combined with on-trend home products and fantastic food values. Our stores are local, convenient and all-Canadian."

"Cranbrook represents another milestone in that it will be our 25<sup>th</sup> Giant Tiger store in western Canada," Mr. Kennedy adds. "We're confident that we can earn the same positive response that customers have given us ever since our first Giant Tiger store was opened in Thompson, Manitoba six years ago."

"We are all very excited about our new location in Cranbrook," says Jeff York, President of Ottawa-based Giant Tiger Stores Limited. "Customers in and around Cranbrook will find us to be an affordable and convenient destination for fashion clothing, groceries and everyday basic needs. 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," says York.

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 and fashion items offered by the major chain stores are sold at Giant Tiger at remarkably lower prices," says York.

The North West Company and Giant Tiger have a 30-year Master Franchise Agreement which grants NWC the exclusive right to open and operate 72 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 176 locations in Ontario, Quebec, Manitoba, Saskatchewan, Alberta, and New Brunswick. 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 neighborhoods across Canada and Alaska. North West has annualized revenue of approximately Cdn. \$1 billion and operates 206 stores under a number of trading names including Northern, NorthMart, Giant Tiger, and AC Value Center, while providing catalogue shopping services through its *Selections* catalogue in northern Canada.

The units of the North West Company Fund trade on the TSX Toronto Stock Exchange under the symbol "NWF.UN".

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