



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 THE APPOINTMENT OF A NEW DIRECTOR

WINNIPEG, December 23, 2011 (TSX:NWC): The North West Company Inc. (“North West”) today announced the appointment of Annette Verschuren to the Board of Directors of North West.

Ms. Verschuren is the past president of The Home Depot Canada. She joined The Home Depot in 1996 and led the company’s growth from 19 to 179 Canadian stores. Prior to joining The Home Depot, Ms. Verschuren was president and co-owner of Michaels of Canada, a chain of arts and craft stores.

A native of North Sydney, Nova Scotia, Ms. Verschuren is a board member of Liberty Mutual, a Boston, Massachusetts-based insurance company, Icyne Inc, and the Conference Board of Canada, and is a past director of Sobeys Inc. She serves as chancellor of Cape Breton University, and is Co-Chair of the June, 2012 Governor General Leadership Conference.

“I am pleased to welcome Annette to the North West Board”, said Sandy Riley, Chairman of the Board. “She is a seasoned executive with extensive experience and significant accomplishments in the retail industry”.

Corporate 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 231 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less, and has annualized revenue of approximately CDN \$1.5 billion.

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For more information contact:

Edward Kennedy, President and CEO, The North West Company Inc.
Phone 204-934-1482; fax 204-934-1317; email ekennedy@northwest.ca

Paulina Hiebert, Vice President, Legal and Corporate Secretary, The North West Company Inc.
Phone 204-934-1756; fax 204-934-1317; email phiebert@northwest.ca

or visit on-line at www.northwest.ca

