



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. Second Quarter Results and Conference Call

Winnipeg, Manitoba (August 24, 2012) (TSX Symbol: NWC): The North West Company Inc. (“North West”) will host a conference call for its second quarter results on September 6, 2012 at 1:00 p.m. (Central Daylight Time). To access the call, please dial 416-340-2217 or 866-696-5910 with a pass code of 7686645. The conference call will be archived and can be accessed by dialing 905-694-9451 or 800-408-3053 with a pass code of 7967504 on or before September 13, 2012.

Corporate Profile

The North West Company Inc., 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 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.

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For further information, please contact: Paulina Hiebert, Vice President, Legal and Corporate Secretary of The North West Company Inc. at (204) 934-1756, email phiebert@northwest.ca.

or visit on-line at www.northwest.ca

