



NEWS RELEASE – FOR IMMEDIATE RELEASE

Northern and NorthMart Shipment Change to Benefit Baffin Island Customers

Winnipeg, September 5, 2012 – The North West Company (NWC) announced today that it has begun to air freight products directly to Baffin Island from its main Winnipeg distribution centre. The savings from this initiative are expected to exceed \$600,000 and will be passed through in price reductions of 15% or more on 175 key products sold in NWC’s Baffin Island Northern and NorthMart stores.

“With the flexibility provided by Nutrition North Canada retailers are better able to create lower-cost methods for distributing and shipping products to the North,” says Michael McMullen, Executive Vice-President, Northern Canada Retail for NWC. “These latest price reductions are in addition to \$4 million in freight savings that have been directly passed through to our customers in Nutrition North Canada - eligible communities over the past 12 months. We are committed to pursuing every opportunity to deliver more efficiency that will help to lower food costs further.”

The price changes will take effect on September 10th, 2012. Customers will see a noticeable reduction in price, especially on Baby Essentials such as baby food, formula and diapers, says McMullen. “For example, Pampers Baby Dry Mega Size 6 40S in Arctic Bay is \$36.19 and will be reduced to \$30.79, a savings of \$5.40.”

Customers in the 12 communities within NWC’s Baffin distribution network: Arctic Bay, Qikiqtarjuaq, Cape Dorset, Clyde River, Hall Beach, Igloolik, Iqaluit, Kangiqsualujjuaq, Kuujjuaq, Kimmirut, Pangnirtung and Pond Inlet, can watch for the *Price Cut* signage in-store highlighting the new savings.

-30-

About The North West Company

The North West Company is a leading retailer of food and everyday needs to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. North West operates under the retail Banners of Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less, and has annualized revenue of approximately CDN\$1.5 billion.

For more information contact:

Connie Tamoto

Manager, Corporate Communications

P: 204.934.1672

E: ctamoto@northwest.ca

