



**THE NORTH WEST COMPANY PRESIDENT & CEO, EDWARD KENNEDY
WINS AWARD FOR EXCEPTIONAL LEADERSHIP IN RETAIL**

FOR IMMEDIATE RELEASE

August 23, 2007

Edmonton, AB. – August 23, 2007 – Edward Kennedy, President and Chief Executive Officer of The North West Company is the recipient of this year's Henry Singer Award, recognizing excellence and leadership in the retail and service sectors. The award will be presented at a ceremony in Edmonton at The Westin Hotel on Tuesday, October 23, 2007.

"This award was established in 1992 to honour the memory of a remarkable individual, the late Henry Singer, founder of the Henry Singer Fashion Group," said the University of Alberta School of Retailing's Associate Director, Paul McElhone. "Mr. Kennedy will live up to the standard of excellence the award demands." He will present a keynote address at the award ceremony, and will spend two days as Executive in Residence at the University of Alberta's School of Business in 2008. In his keynote address, Edward will give a first hand look into his journey as CEO and The North West Company's emergence as a \$1 billion "small-box" retailer serving rural towns and urban neighbourhoods from the Aleutian Islands of Alaska to the Labrador coast of Canada.

For over 300 years, The North West Company has been committed to being the leading provider of food and everyday products and services to remote communities across northern Canada and Alaska. Originally a Montreal based partnership of traders in 1779, The North West Company has never lost sight of the fact that good business means knowing your customers and meeting their needs. Today the company operates in rural and urban neighbourhood markets with populations from 500-50,000 people. A typical store is 7,500 square feet in size and offers a broad assortment of food, family apparel, housewares, appliances, outdoor products and special services like cheque cashing, catalogue ordering, money transfers and fast food outlets. Today there are over 200 retail outlets located all over Alaska, western Canada, Ontario, Quebec, Northwest and Yukon Territories and Nunavut.

Edward Kennedy joined The North West Company in 1989. He has served in a number of senior management positions including Chief Operating Officer of North West and Chief Executive Officer of the Alaska Commercial Company, the Company's U.S. subsidiary located in Anchorage. Edward returned to Winnipeg from Alaska in 1997 and assumed his present position. He remains Chairman and Chief Executive Officer of the Alaska Commercial Company.

Edward holds an Honours Degree in Business from the Ivey School at the University of Western Ontario and a Bachelor of Laws Degree from Osgoode Hall Law School. Prior to joining North West, Edward practiced law briefly in Toronto and then worked in investment banking. In 1999, Edward was named a recipient of Canada's "Top 40 Under 40" award, an annual program that recognizes young leaders across the country. In 2000, he was awarded an Honorary CMA designation by CMA Canada and, in 2003, he was recognized as a finalist for the Lieutenant Governor's Community Citizenship Award. In June 2006, Edward was presented with the Retail Council of Canada's "Distinguished Canadian Retailer of the Year" award.

The Henry Singer Award is presented by the University of Alberta School of Retailing, a centre located in the School of Business.

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