

## **NEWS RELEASE – For Immediate Release**

**22,000 Reusable Shopping Bags (and counting) in use throughout the North West Territories, thanks to Northern & NorthMart customers**

Winnipeg, February 22, 2010:

WINNIPEG, MANITOBA – February 22nd, 2010 – Northern and NorthMart share the environmental concerns of society and have taken the initiative to go ‘green’ wherever possible to ensure we do our part protecting the environment for future generations.

In support of the North West Territories Government, Department of Environment and Natural Resources efforts to reduce the use of single use paper and plastic retail bags; Northern and NorthMart stores, have given every household two free bags, a distribution of over 16,000 reusable shopping bags in the North West Territories.

The company has an ongoing Greener Living marketing campaign to promote the use of reusable bags to customers which will help reduce litter on the land and in the communities the company’s stores serve.

Northern and NorthMart stores offer attractive and durable reusable shopping bags for sale to customers at \$1.00 per bag. Some proceeds from the sale of these bags will help fund future waste reduction and recycling programs initiatives.

“Supporting this government initiative for the long term benefit of the environment has been a great success. The communities have embraced the program without one complaint in our stores. In addition to the two recyclable bags we gave away, our customers have purchased another 7,000 bags in the first four weeks of the program.” said Michael McMullen, Executive Vice President, Northern Canada Retail Division of The North West Company. “This has encouraged us to review a number of aspects of our environmental initiatives and we look forward to future projects with the North West Territories & beyond.”

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*The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighborhoods in Canada, Alaska, the South Pacific, and the Caribbean. North West operates 222 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center, and Cost-U-Less*

*The units of the Fund trade on the Toronto Stock Exchange under the symbol “NWF.UN”.*

