



*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. FOURTH QUARTER RESULTS AND CONFERENCE CALL**

**WINNIPEG, February 14, 2012 (TSX:NWC):** The North West Company Inc. (“North West”) today announced it will release its unaudited financial results for the fourth quarter ended January 31, 2012 on March 16, 2012. In conjunction with this release, North West will host a conference call on Friday, March 16, 2012 at 2:00 p.m. CST (3:00 p.m. EST). North West expects to release its audited financial statements for the year ended January 31, 2012 on April 9, 2012.

To access the call please dial 1-888-789-9572 or 1-416-695-7806, Pass Code 4213843, a few minutes in advance. The conference call will be archived and can be accessed until March 23, 2012 by dialing 1-800-408-3053 or 905-694-9451, Pass Code 2238316. The conference call will also be archived at [www.northwest.ca](http://www.northwest.ca).

**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 230 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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