



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, March 11, 2011 (TSX:NWF): The North West Company Inc. (“North West”) today announced it will release its unaudited financial results for the fourth quarter ended January 31, 2011 on March 16, 2011. In conjunction with this release, North West will host a conference call on Wednesday, March 16, 2011 at 2:00 p.m. CST (3:00 p.m. EST).

To access the call please dial 1-866-696-5910 or 1-416-340-2217, Pass Code 1723356, a few minutes in advance. The conference call will be archived and can be accessed until March 23, 2011 by dialing 1-800-408-3053 or 905-694-9451, Pass Code 4684310. The conference call will also be archived at 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 229 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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For more information contact:

Edward Kennedy, President and CEO, The North West Company Inc.
Phone 204-934-1482; fax 204-934-1317; email ekennedy@northwest.ca

John King, Chief Financial Officer, The North West Company Inc.
Phone 204-934-1397; fax 204-934-1317; email jking@northwest.ca

Paulina Hiebert, Vice President, Legal and Corporate Secretary, The North West Company Inc.
Phone 204-934-1756; fax 204-934-1317; email phiebert@northwest.ca

or visit on-line at www.northwest.ca

