



Northern and NorthMart Stores Grocery Giveaway Contest to Top \$1 Million

Winnipeg, November 1, 2011 –Northern and NorthMart stores announced today, the third annual “Free Groceries for One Year” contest will bring the total groceries and merchandise awarded to customers to over \$1.1 million.

Starting November 1st, customers can start collecting ballots during shopping trips, through credit services and as prizes at the stores’ many special events. The grand prize draws will take place on December 24th at 1:00 p.m. local time.

“We believe in celebrating our customers’ loyalty and wanted to provide some added excitement to the holiday shopping season,” says Michael McMullen, Executive Vice-President, Northern Canada Retail.

One grand prize—\$250 a month for 12 months—will be awarded to a contest participant at every Northern and NorthMart store across Northern Canada.

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About Northern and NorthMart

Northern and NorthMart, divisions of The North West Company, are the largest local employer in Canada’s North, with over 3,100 employees and an annual payroll exceeding \$65 million. Northern and NorthMart is the largest private sector employer of Inuit and First Nations people in Canada. It has invested \$271 million in capital in the 134 northern communities across Canada in infrastructure, inventory and other assets. Northern/NorthMart purchases \$34 million in goods and services in northern communities annually.

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