

THE NORTH WEST COMPANY COMPLETES PURCHASE OF WINNIPEG PRICE CHOPPER STORE

Winnipeg, July 10, 2014 – The North West Company Inc. and its wholly owned limited partnership, The North West Company LP (“North West”) today announced that North West has completed its purchase of substantially all of the assets of the Winnipeg Price Chopper store in accordance with the asset purchase agreement announced on April 15, 2014.

“We are excited to officially welcome the Price Chopper employees to the North West team, and are looking forward to serving our new customers at this location,” commented Craig Gilpin, Executive Vice-President and Chief Operating Officer of North West.

The store will continue to operate under the same Price Chopper name with the same complement of employees. Price Chopper is located at 677 Stafford Street in Winnipeg, Manitoba.

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About The North West Company Inc.

The North West Company Inc. 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 227 stores under the trade names Northern, NorthMart, Giant Tiger, Price Chopper, AC Value Center and Cost-U-Less and has annualized sales of approximately CDN\$1.5 billion. The common shares of North West Inc. trade on the Toronto Stock Exchange under the symbol “NWC”.

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