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
Additional Food Cost Reductions from North West's 'Making Healthy Choices More Affordable' program

Winnipeg, Manitoba – April 11, 2011 (TSX:NWF) - The North West Company will lower retail prices on an additional 300 grocery items today to meet the company's, *"Making Healthy Choices More Affordable"* program objective of a minimum 5 percent price reduction on level one Nutrition North Canada eligible items.

On April 1, 2011, The North West Company launched its *"Making Healthy Choices More Affordable"* program in 65 of its Nutrition North eligible stores across Canada. The program was created, in part, by changes in the federal government food subsidy program, Nutrition North Canada (NNC), and by greater efficiencies achieved by The North West Company (NWC).

As the program launched, the Company conducted a price review and determined that 300 grocery items of 2700 items that had been discounted, did not meet the internal objective of a minimum 5 percent reduction. As a result of this finding, the Company has applied a further discount to these items, to meet the NWC program savings criteria. "These food cost reductions are a result of our negotiations with our Air Freight and Food suppliers as well as the Nutrition North subsidies," according to Michael McMullen, Executive Vice-President, Northern Canada Retail division of The North West Company. "We are committed to pass on cost reductions to our customers."

"Our customers are enjoying the change in their food costs and some stores experienced higher levels of sales than the Company had anticipated and ran out of some stock", McMullen added. "We have expedited our replenishment of these items, are adjusting order volume & delivery frequency as possible. We anticipate the demand to level off and will actively monitor and adjust as the program becomes ingrained."

The North West Company is the largest local employer in Canada's North, with over 3,100 employees and an annual payroll exceeding $65 million. The North West Company 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. North West purchases $34 million in goods and services in northern communities annually.

To learn more please visit www.northwest.ca or www.nutritionnorthcanada.ca

For further information or to schedule an interview, please contact:
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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. The North West Company operates 230 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center, and Cost-U-Less and has annualized sales of approximately CDN $1.5 billion.

The common shares of the parent company, The North West Company Inc., trade on the Toronto Stock Exchange under the symbol "NWF".