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#### **Strategy Magazine recognizes the NSLC**

**HALIFAX, February 12, 2010** – This week *Strategy Magazine* recognized the NSLC as #32 out of nearly 400 companies, and the only beverage alcohol retailer in the top 100, in its list of Canada's most effective advertisers. The magazine's formula was based on a weighted point system that tabulates the number of marketing awards won by Canadian advertisers over the course of a year.

"You don't plan your marketing for awards; you plan to be strategically effective in delivering important messages and drive business objectives," said Rick Perkins, Vice-President, Communications and Corporate Responsibility, NSLC. "To be recognized by peers and experts from a creative and strategic standpoint – particularly by a magazine as distinguished as *Strategy* – that's simply a bonus."

The NSLC has created significant buzz in the marketing world recently for its unique tone and approach to advertising. Between retail, merchandizing and social responsibility campaigns, the NSLC has accumulated dozens of regional and national marketing awards for both creativity and results – including recognition from Canadian Marketing Awards, Gold Quill, Applied Arts, Marketing Magazine and the ICE Awards.

The campaigns were developed by Revolve, a Bedford-based branding agency that is also celebrating a victory in *Strategy*. Revolve climbed into the 30<sup>th</sup> spot for the magazine's list of Canada's top advertising agencies, leading the way for the Maritimes.

"We are thrilled that Revolve has been consistently able to capture the tone we need to communicate to our customers," said Perkins. "It's a very fine line and they help us walk it in every facet of our marketing."

"This is a double point of pride for us and our client to grab a bit of a spotlight that rarely shines east of Toronto," says Nelson Angel, Vice President and Managing Partner, Revolve.

The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year, returning more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering 3,000 products from around the globe through 106 retail, 2,100 licensees and 54 agency stores.

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