



NEWS RELEASE

For release:

Monday March 29, 2010 1:00 p.m.

Major new NSLC Environmental Initiative with the Nova Scotia Salmon Association

Lower Sackville, NS March 29, 2010 – The Nova Scotia Liquor Corporation (NSLC) and the Nova Scotia Salmon Association (NSSA) have announced a partnership that will significantly improve efforts toward protecting and restoring local watersheds and improving Nova Scotia's water quality. The NSLC, using the proceeds of its annual ECO SALE, has made a five-year, \$500,000 commitment to the newly named NSLC Adopt-A-Stream program. The NSLC presented the Nova Scotia Salmon Association with the first \$100,000 instalment today which will be used to fund stream, river and headwater projects across Nova Scotia.

"The NSLC, as one of Nova Scotia's largest businesses, feels strongly that supporting our communities is good business and the right thing to do," said Bret Mitchell, President and CEO, NSLC. "The NSLC and our suppliers have joined forces with the NSSA to help to improve the water quality of Nova Scotia's rivers and streams. Through the power of our retail promotions the NSLC can improve environmental awareness, raise significant money for a cause, and enable our customers to support an improved environment."

The NSLC Adopt-A-Stream program will receive a minimum of \$100,000 in annual funding from the partnership along with in-store promotion in all NSLC stores. The NSSA will continue to oversee and operate the program and support the work of more than 40 volunteer community river associations.

"This is a transformative partnership for Adopt-A-Stream by increasing our financial resources and ability to increase financial resources by approximately 30 per cent a year," said Carl Purcell, President, NSSA and trustee of the Adopt-A-Stream program. "It allows us to help community organizations do additional or larger projects than previously possible. We are looking forward to a long and beneficial partnership with the NSLC."

NSLC's Eco-Sale is a partnership between the NSLC and its suppliers where all customers have an opportunity to help the environment. Every customer purchase from the featured ECO SALE products, results in a contribution ranging from \$0.25 - \$1.00 to Adopt-A-Stream. For example, Alexander Keith's is contributing \$1 for every 18 pack sold between March 29 – May 2.

"At Labatt, environmental considerations are part of our everyday business. We are very proud of our ongoing environmental efforts including improving water quality and reducing water consumption," said Wade Keller, Director, Corporate Affairs, Labatt. "The partnership with the NSLC Adopt-A-Stream program is just another way to encourage Alexander Keith's fans to help improve Nova Scotia. This is a great

opportunity for all beverage alcohol manufacturers to contribute to a better Nova Scotia. "

About the Nova Scotia Salmon Association

Since 1963, the Nova Scotia Salmon Association has been a leading volunteer organization promoting the wise management and conservation of our wild Atlantic salmon and trout stocks. Administered by the NSSA, the Adopt-A-Stream Program brings professional habitat biologists and volunteers together to rehabilitate aquatic habitats for fish and wildlife. The Nova Scotia program has been very successful in restoring thousands of square meters of habitats over the past fifteen years.

About the NSLC

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 almost 6,000 products from around the globe through 160 retail outlets, and 2,100 licensees. The NSLC is driven to be a sustainable and community focused organization helping to make Nova Scotia an even better place to live.

-30-

For more information:

Rick Perkins
VP, Communications, Corporate Responsibility & Business Development
NSLC
450-5926
rick.perkins@myNSLC.com

Carl Purcell
President, Nova Scotia Salmon Association
223-4675

Wade Keller,
Director Corporate Affairs, Labatt
453-3761