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NSLC wins two CPRS Awards for Excellence

HALIFAX, NS (June 16, 2010) – The Nova Scotia Liquor Corporation (NSLC) received two awards for excellence in business communication at the Canadian Public Relations Society annual conference and awards ceremony in Regina last night. The NSLC won a Silver Award in the Multi-Media Projects (Internal) Category for the social responsibility campaign ‘Plight of the Reaper’ and a Bronze Award in the Print Projects (External) category for their 2008/2009 annual report titled, *The Faces of the Nova Scotia Liquor Corporation*.

“We are proud to be recognized nationally by our peers and experts for work in two key areas of our business. We are honoured to be placed shoulder-to-shoulder with the best work in Canada,” said Rick Perkins, VP, Communications, Corporate Responsibility and Business Development, NSLC.

The ‘Plight of the Reaper’ social responsibility campaign continued the NSLC’s tradition of using a light-hearted, humour-based approach when dealing with a topic that often utilizes consequence-based messaging. The Plight of the Reaper campaign asked “Who would lose if everyone in Nova Scotia enjoyed beverage alcohol responsibly?” The answer was obvious – only the Grim Reaper would suffer since increased incidents of responsible drinking means fewer alcohol related deaths.

The Faces of the Nova Scotia Liquor Corporation is a coffee table style book that brings critical business information to a personal level. The report, produced by Sean Williams Marketing Group, integrates key financial metrics and standard data while celebrating the people that make it all happen. The NSLC recognizes its special ingredient to ensure on-going success is its people.

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.

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