



NEWS RELEASE

NSLC stores to collect for Haiti earthquake relief

HALIFAX, January 15, 2010 – NSLC customers can help support those whose lives were devastated by the recent earthquake in Haiti by making donations to the Canadian Red Cross Haiti Earthquake Fund at any of the 106 NSLC stores across Nova Scotia starting today.

“NSLC employees are concerned, shocked and very eager to find a way to help with the relief effort in Haiti following this devastating earthquake,” said Bret Mitchell NSLC President and CEO. “We are pleased to be able to assist with this fundraising opportunity.” Donation boxes will be available at all NSLC cash lanes until further notice. We encourage all Nova Scotians to support this effort.

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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