



Media Release

For Immediate Release

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NLC Opens Three New Stores and Makes a Champion Commitment to Daffodil Place Today

(St. John's, NL)- Newfoundland Labrador Liquor Corporation (NLC) is housing three new Corporate Stores today with the opening of the Ropewalk Lane, Stavanger Drive and New Gower Street locations. The official opening of the Ropewalk location will see the Corporation providing assistance for another type of housing- one of great magnitude for the province.

A commitment of \$100, 000 by NLC to Daffodil Place will be announced at Ropewalk Lane today by NLC President and CEO, Steve Winter. "I am pleased that we can start the day this way. When through our business we are able to alleviate some of the burden for Newfoundlanders and Labradorians in the struggle against Cancer we feel responsible and proud." said Winter.

No doubt the presentation at Ropewalk will evoke a sense of pride for the twelve employees at the new location. Additionally, with improved staff facilities and over 6000 square feet to showcase products, the crew is prepared to provide great service to customers. Patrons will also benefit from the store's adjacency to a grocery store for convenient cross-shopping.

Second on the list of openings for NLC today is the New Gower Street Location. This boutique-style store with approximately 1500 sq. ft. is home to a specialty selection of products. It is also the location which will see visitors from overseas and abroad as they peruse the streets of downtown St. John's. Store Manager Cynthia Whalen says this summer has seen a steady trickle of shoppers from cruise ships and international conferences.

Last but not least, as part of NLC's ongoing efforts to improve its network of retail stores, is the opening of the Stavanger Drive location which recently increased its space to 10,000 sq ft. adding a home for rare, premium wines in its "cellar selections" area. With 18 employees and one of the largest beer coolers in the province, Stavanger is well stocked for a variety of entertaining needs.

Ropewalk and Stavanger locations currently have a product listing of over 2000. New Gower shelves just over 1000 select labels.

For more information please visit www.nliquor.com

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