

FOR IMMEDIATE RELEASE

NEWFOUNDLAND AND LABRADOR LIQUOR CORPORATION
POPS THE CORK ON NEW GIFT CARD PROGRAM

Ernex powered gift cards ideal for holiday gift giving

VANCOUVER & ST. JOHN'S, November 16, 2006 – Newfoundland and Labrador Liquor Corporation (“NLC”) is pleased to announce the launch of their new gift card program in time for the holiday season. Technology for the program is provided by Ernex, an industry leader in real-time loyalty and stored-value gift card programs and a division of Canada’s largest payment processor, Moneris Solutions Corporation (“Moneris”).

“An NLC Gift Card is the perfect gift-giving idea for that hard to shop for person on your Christmas list,” said Greg Gill, NLC Marketing Manager. “To ensure customer convenience, NLC Gift Cards can be purchased and redeemed at any of the 24 NLC Liquor Stores throughout Newfoundland and Labrador, and are also redeemable at all of our 112 Liquor Express Stores.”

NLC gift cards are available in \$10, \$25 and \$50 denominations. They are activated and processed through a combined debit/credit/gift card payment processing terminal provided by Moneris.

“The opportunities for NLC to use their new gift cards as promotional tools are tremendous, not only during the upcoming holiday season but also for corporate sales, employee rewards, and for other special occasions such as birthdays and Mother’s Day,” said David Ades, Senior Vice President Sales, Ernex and Moneris.

“This is another exciting example of gift cards becoming popular in a non-traditional retail environment and having a significant impact on the business,” said Malcolm Fowler, Senior Vice President, Ernex. “By having a gift card program in place before the holiday shopping rush, NLC can alleviate some of the inventory issues that many retailers face.”

Data from Ernex finds gift card redemption amounts in the last week of December through the end of January are almost 300% higher than the redemption amounts in the weeks leading up to Christmas.

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About Newfoundland and Labrador Liquor Corporation (NLC)

The Newfoundland and Labrador Liquor Corporation (NLC) is a provincial crown corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC offers customers a diverse product selection with about 2,200 active listings and does business with more than 30 countries. For more information please visit www.nfliquor.com.

About Ernex

Ernex, a division of Moneris Solutions Corporation, is a provider of innovative real-time marketing solutions including privately branded and multi-merchant loyalty programs, stored-value gift cards, reward fulfillment services and loyalty database hosting services. Leading companies in the financial, retail, restaurant and hospitality industries as well as large membership organizations use Ernex solutions. For more information, contact Ernex at 877-GO-ERNEX or visit www.ernex.com.

About Moneris Solutions Corporation

As one of North America's largest providers of payment processing solutions, Moneris offers credit, debit, wireless and online payment services for merchants in virtually every industry segment. Through its Ernex division, Moneris also provides electronic loyalty and stored-value card programs. With more than 350,000 merchant locations generating more than two billion transactions annually, Moneris provides the hardware, software and systems needed to improve business efficiency and manage payments. For more information please visit www.moneris.com.

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