

NEWS RELEASE

NEWFOUNDLAND AND LABRADOR LIQUOR CORPORATION JOINS THE AIR MILES® REWARD PROGRAM

ST. JOHN'S, NFLD (March 5, 2007) -- Newfoundland and Labrador Liquor Corporation (NLC) is pleased to announce it has joined the AIR MILES Reward Program as a Sponsor. Beginning today, NLC will offer its customers AIR MILES reward miles at all 24 NLC Liquor Stores.

“We are very excited to launch this initiative with the AIR MILES Reward Program and join Canada’s leading coalition loyalty program,” said Steve Winter, President, Newfoundland and Labrador Liquor Corporation. “This partnership will allow us to offer a benefit that all customers can enjoy. In addition, it provides suppliers with a proven and effective marketing tool that helps encourage customers to try new products and premium brands.”

AIR MILES Collectors earn reward miles at more than 100 leading brand-name Sponsors representing thousands of retail and service locations across Canada. AIR MILES reward miles can be redeemed for more than 800 different rewards, such as travel, movie passes, entertainment attractions, electronic merchandise and more.

AIR MILES Collectors will earn one AIR MILES reward mile for every \$25 spent, exclusive of taxes, on purchases at participating NLC Liquor Store locations. As a launch bonus, AIR MILES Collectors will earn DOUBLE reward miles on any purchase of \$25 or more and TRIPLE reward miles on any purchase of \$100 or more, at NLC Liquor Stores from April 22 to June 3, 2007, along with bonus reward miles on featured products.

“We are thrilled to add Newfoundland and Labrador Liquor Corporation to our list of Sponsors in Atlantic Canada and provide our Collectors with another way to earn reward miles on their everyday shopping,” said Caroline Papadatos, Senior Vice President, AIR MILES Reward Program. “We continue to grow the AIR MILES Reward Program by partnering with leading organizations in a wide variety of retail categories across Canada.”

About The 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.

Headquartered in St. John's, Newfoundland, Canada, NLC operates 24 retail stores, services over 112 agency stores and distributes to more than 1,500 licensees. NLC offers customers a diverse product selection with approximately 3,000 active listings from more than 30 countries. NLC's website is www.nfliquor.com

About the AIR MILES® Reward Program

Founded in 1991, The AIR MILES® Reward Program is Canada's premier coalition loyalty program. More than 9 million active Collector accounts, representing approximately two-thirds of all Canadian households, actively participate in the Program.

The AIR MILES Reward Program allows Collectors to indulge in leisure, entertainment, merchandise, travel and other lifestyle rewards quickly, simply by doing their everyday shopping for products and services at AIR MILES Sponsors. AIR MILES reward miles can be redeemed for more than 800 different rewards, such as movie passes, family attractions, electronic merchandise, sports and recreation, travel and more.

Collectors can shop and collect AIR MILES reward miles at more than 100 brand-name Sponsors across the country, representing thousands of retail and service locations nationally, including BMO Bank of Montreal, RONA, Shell, SportChek (Sports Experts), The Shoe Company, American Express, Sobeys and airmilesshops.ca. The AIR MILES Reward Program's website is www.airmiles.ca

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