

THE NORTH WEST COMPANY INC.

**NOTICE DECLARING INTENTION TO BE QUALIFIED UNDER NATIONAL
INSTRUMENT 44-101 SHORT FORM PROSPECTUS DISTRIBUTIONS (“NI 44-101”)**

TO: Manitoba Securities Commission

AND TO: Alberta Securities Commission
Autorité des Marchés Financiers
British Columbia Securities Commission
New Brunswick Securities Commission
Securities Commission of Newfoundland and Labrador
Nova Scotia Securities Commission
Ontario Securities Commission
Prince Edward Island Securities Office
Saskatchewan Financial Services Commission - Securities Division

The North West Company Inc. (the “**Issuer**”) intends to be qualified to file a short form prospectus under NI 44-101. The Issuer acknowledges that it must satisfy all applicable qualification criteria prior to filing a preliminary short form prospectus. This notice does not evidence the Issuer’s intent to file a short form prospectus, to enter into any particular financing or transaction or to become a reporting issuer in any jurisdiction. This notice will remain in effect until withdrawn by the Issuer.

DATED this 4th day of January, 2011.

THE NORTH WEST COMPANY INC.

Per: “Paulina Hiebert”

Name: Paulina Hiebert

Title: Vice President, Legal and
Corporate Secretary