



C O M P A N I E S L I M I T E D

LOBLAW OFFERS WISESOURCE™ SALMON: A NEW OPTION AND THE NEXT STEP FORWARD IN THE JOURNEY TOWARD 100 PER CENT SUSTAINABLE SALMON

BRAMPTON, ON – January 27, 2011 – Exclusive to Loblaws® and Loblaw greatfoods™ stores in Ontario and Loblaws® stores in Quebec, WiseSource™ Salmon is farmed Atlantic salmon raised in Canadian waters using a method called Integrated Multi-Trophic Aquaculture (IMTA). IMTA is a method of growing multiple and complementary organisms in proximity to provide healthier waters through a balanced ecosystem management approach.

“Fresh farmed Atlantic salmon is the most popular fresh fish we sell,” said Paul Uys, vice-president, sustainable seafood, Loblaw Companies Limited. “As we work towards our 100 per cent sustainable seafood goal we understand that success requires collaboration with our vendors and partners to ensure we make the most sustainable seafood available to our customers based on current methods, existing standards, and innovative practices such as IMTA.”

Loblaw Companies Limited (Loblaw) has committed to selling only sustainably sourced seafood products in all its stores by the end of 2013. This commitment covers all canned, frozen, fresh, wild and farmed seafood products and products containing seafood as an ingredient, in all categories, across all brands. Loblaw is working with vendors to review the wild and farmed sources of the seafood it sells to ensure, where possible, the most responsible methods currently available are being used.

Dr. Thierry Chopin, a professor of marine biology at the University of New Brunswick, who leads a research team studying the IMTA approach to fish farming says, “When Loblaw, the biggest buyer and seller of seafood in the country, supports innovative farming and fishing procurement methods, this means that our research is relevant to society. This also provides us with confidence the industry will continue to make progress in making sustainable seafood a reality.”

WiseSource™ Salmon is an example of how Loblaw is working with researchers and its suppliers, such as True North Salmon Company who has adopted IMTA, to provide customers with seafood farmed using leading aquaculture practices.

“At True North Salmon Company, we are committed to environmental stewardship and providing our customers with high quality products,” said Glenn Cooke, CEO of True North Salmon Company. “Our commitment to sustainable farming methods is a journey that requires innovation, ongoing investment in research and a culture of continuous improvement.”

Loblaw continues to make progress towards its 100 per cent sustainable seafood goal. Loblaw now only sells fresh swordfish at participating corporate and franchise stores that is caught using pole and line or harpooning. When compared to the traditional long line catch method, pole and line and harpooning reduce the bycatch of species like seabirds, sharks and turtles. As Loblaw suppliers continue to work towards becoming certified by the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC), the Company is now pleased to offer 22 MSC-certified products, the most of any Canadian grocery retailer. Loblaw aims to offer more than 32 MSC-certified products by May 2011, including fresh seafood products.

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About Loblaw Seafood Sustainability Commitment

Loblaw's sustainable seafood commitment is driven by one of its corporate social responsibility principles, Source with Integrity. In May 2009, Loblaw made a commitment to source all seafood sold in its corporate and participating franchise locations from sustainable sources by the end of 2013. Affecting more than 50 per cent of in-store departments, this commitment covers all canned, frozen, fresh, wild and farmed seafood products, in all categories, across all brands.

Additional information about WiseSource™ Salmon and a copy of the Loblaw sustainable seafood commitment can be found at www.oceansfortomorrow.ca, www.loblaw.ca/seafood and Facebook www.facebook.com/LoblawSustainableSeafood.

Loblaw corporate social responsibility principles are: *Respect the Environment, Source with Integrity, Make a Positive Difference in our Community, Reflect our Nation's Diversity and be A Great Place to Work.*

About Loblaw Companies Limited

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian customers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to customers President's Choice Financial® services and offers the PC® points loyalty program.

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For more information about Loblaw's sustainable seafood commitment or to speak to an expert about sustainable seafood please contact:

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