



Media Release

NLC President and CEO Steve Winter named Top 50 CEO

St. John's NL - Friday, May 10, 2013 - Newfoundland Labrador Liquor Corporation (NLC) is proud to announce that Steve Winter has been named one of the Top 50 CEO's in Atlantic Canada for the fourth time. This honour was granted to Mr. Winter by Atlantic Business Magazine, which hosts a gala awards dinner each year to recognize tremendous achievements in commerce throughout the region. This year's awards ceremony was held Wednesday night at the World Trade & Convention Centre in Halifax, Nova Scotia.

"NLC has continued to grow and flourish each and every year under Steve Winter's guidance, support and leadership," offered NLC Chair, Glenn Tobin. "This award is a fitting tribute to Steve's passion for customer service and business excellence."

Mr. Winter was one of eight winners from Newfoundland and Labrador, selected by an independent panel of Atlantic Canadian business executives. "It's certainly an honour to be recognized by my peers as a Top 50 CEO in Atlantic Canada, but my personal success is truly a reflection of a very talented team," said Mr. Winter. "NLC employees, from the

corporate offices to our frontline retail staff, provide excellent customer service and work hard each day to make this business thrive.”

In fiscal year 2012/13, NLC’s dividend to the provincial government was \$141.0 million; a \$3.0 million increase over the 2011/12 dividend of \$138 million. This financial success is attributed to Mr. Winter and his team’s progressive approach to improving customer service, staff training, shopper experience, product selection and new retail programming.

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