



Media Release

NLC's Manufacturing Operation Rock Spirits Signs Contract to Produce Golden Wedding Whisky

St. John's, NL, December 6, 2011 –Newfoundland Labrador Liquor Corporation's (NLC) manufacturing division Rock Spirits announced today that it has entered into a two-year contract with Schenley Distilleries Inc. to bottle Golden Wedding Whisky at the NLC's manufacturing facility in St. John's, Newfoundland and Labrador. This is the third major contract secured by Rock Spirits within the last 19 months as Rock Spirits entered into contracts to produce Crystal Head Vodka and Lemon Hart Rum in May 2010.

Golden Wedding is the #1 whisky in Newfoundland and Labrador and one of the top selling whiskies in Canada. Careful maturing and blending of whiskies provide Golden Wedding with its smooth, full-bodied taste. It's the perfect marriage of age and smoothness. Rock Spirits will now bottle Golden Wedding Whisky that is sold in Newfoundland and Labrador. Blending, distillation and ageing will continue to be done at the Schenley Distillery in Lethbridge, Alberta to preserve the signature taste that Newfoundlanders and Labradorians have known and loved for so many years. Production for other provinces will also continue to be done at the Schenley Distillery in Alberta.

As a special promotion for the month of December 2011 to signify the signing of this contract, customers who purchase in a single transaction a 750ml bottle of Golden Wedding Whisky and a 750ml bottle of Screech Rum will receive 20 bonus air miles (5 bonus air miles if they purchase one without purchasing the other).

"We are very pleased to add another bottling contract to our portfolio of products produced in Newfoundland and Labrador," said Wally Dicks, Vice-President of Supply Chain Management at NLC. "Golden Wedding Whisky has a good history in Newfoundland and Labrador. The investments we have made in our bottling plant are paying off as we continue to sign new contracts for bottling in Newfoundland and Labrador."

"This is the beginning of a great partnership. We thought carefully before making this decision and in the end we were very impressed with the professional approach at Rock Spirits and the quality of their bottling facility in St. John's" said Eric Morham, President of Vincor Canada, a Constellation Company (owners of Schenley brands).

"Customers in Newfoundland and Labrador have chosen Golden Wedding as their favourite whisky for so many years that it's a natural next step for us to move the bottling into a local facility. We're very pleased to be entering into this partnership with Rock Spirits" said Colin Brodie, Regional Sales Director Atlantic Canada, Vincor Canada, a Constellation Company.

About NLC: 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 operates 24 Corporate Liquor Stores, services over 120 Liquor Express agency operated locations and distributes to more than 1,700 licensees.

About Rock Spirits: Rock Spirits, a division of NLC, owns and bottles high quality spirits at its bottling plant in St. John's, NL and bottles spirits on behalf of other suppliers. Products are distributed and sold throughout Canada, the United States, Europe and Australia. Rock Spirits' brands include Screech Rum, Old Sam Rum, George Street Spiced Rum, Ragged Rock Rum, Amherst Gate and Big Land Whisky, Shiver Vodka and Gin, Newfoundlander's White Rum, Cabot Tower Rum and Charenac Brandy. Brands bottled on behalf of other suppliers include Iceberg Vodka, Rum and Gin, Crystal Head Vodka, Lemon Hart Rum, Smuggler's Cove Rum, White Star Rum and London Dock Rum.

Media contacts:

Wally Dicks
Vice-President, Supply Chain Management
Newfoundland Labrador Liquor Corporation
709-724-1808
Wally.dicks@nliquor.com

Greg Gill
Director, Marketing and Communications
Newfoundland Labrador Liquor Corporation
709.724.2257
Greg.gill@nliquor.com

Colin Brodie
Regional Sales Director Atlantic Canada
Vincor Canada
902.483.5080
Colin.Brodie@vincor.ca