



Media Release

NLC wins Employer of Distinction award

St. John's, NL, February 16, 2012 - Newfoundland Labrador Liquor Corporation (NLC) is pleased to announce that it has been recognized by the Newfoundland and Labrador Employers' Council (NLEC) as an "Employer of Distinction". The award was handed out at a ceremony held this afternoon at the Sheraton Hotel in St. John's.

The NLEC notes, "Becoming an Employer of Distinction means more than building a good place to work – it means becoming an organization that encourages excellence in all areas of a progressive employment relationship."

NLC was shortlisted in the Large Employer Category with others including: Central Dairies, City of Mount Pearl, Cliffs Natural Resources – Wabush Mines, Fortis Properties, H.J. O'Connell Construction, Marine Atlantic and Oceaneering Canada.

"This is truly an honour and certainly confirms that NLC, through the leadership of President & CEO Steve Winter, has become a top employer in the province", said NLC's Chair of the Board, Glenn Tobin. "NLC has firmly established itself as a leading retailer in Newfoundland and Labrador, and this is reflected in the attitude of its employees and the positive atmosphere that is seen in our retail network right through to our corporate office and bottling facilities."

NLC maintains over 500 full-time positions across the province. Over 300 at its Corporate Office in St. John's, 140 in retail province wide, and 80 in the warehouse/distribution channel and new Rock Spirits division, which is responsible for bottling many local brands as well as other products for suppliers based in Canada and the United States. These products are shipped throughout North America, Europe, and most recently to India.

"Our growth, both locally and abroad, is the direct result of an energized and motivated workforce", added Mr. Tobin, "This award should further serve to inspire all NLC employees to continue their efforts. These people are the key to our ongoing success."

About NLC:

The Newfoundland 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. 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 is NLC's newest business division. Rock Spirits 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 and the United States. Rock Spirits' brands include George Street Spiced Rum, Screech Rum, Old Sam 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, Golden Wedding Whisky, Smuggler's Cove Rum and London Dock Rum.

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