New Kitimat NO FRILLS® store offers quality food essentials at a great value

Kitimat, BC – November 30, 2015 (TSX: L): Kyle’s NO FRILLS® is celebrating its grand opening on Friday, December 4. The new store will appeal to consumers looking for quality food essentials at a great value. With a focus on supporting the local community, fresh produce and low prices, Kyle’s NO FRILLS® will offer customers a simple and efficient shopping experience.

Store owner Kyle MacGillivray is proud to welcome the community to the store located at 194 City Centre in Kitimat. The grand opening of Kyle’s NO FRILLS® will be marked by a ribbon cutting ceremony and a cheque presentation to the Kitimat Food Bank Society at 8:45 a.m. on Friday.

NO FRILLS® grocery stores have a proven owner-operator discount model. NO FRILLS® customers will be able to find popular President’s Choice®, no name® and national brand products, as well as produce, meat, dairy items and baked goods.

“My team and I are incredibly proud of this store and are excited to offer customer’s their grocery staples at a great price,” says NO FRILLS® store owner, Kyle MacGillivray. “We look forward to seeing everyone on opening day and becoming an active member of the Kitimat community.”

Kyle MacGillivray has grown up in the grocery retail business with his first job at the Atlantic Superstore® at the age of fourteen. He quickly moved his way up and was assistant store manager at his father’s NO FRILLS® store on Prince Edward Island prior to moving to British Columbia. Continuing the family run tradition, Kyle’s wife Vanessa MacGillivray will also work at Kyle’s NO FRILLS® store. Both Kyle and Vanessa look forward to serving the community for many years to come.

At 17,000 square feet, Kyle’s NO FRILLS® store is fresh, bright and uncluttered with easy to navigate aisles, multiple checkouts and accessible parking. The cheery colours of yellow and red are key hallmarks of NO FRILLS® stores. The notable use of wooden slates on walls, wood crates for display cases, and soft lighting, help to create a welcoming, customer-oriented ambience.

The first NO FRILLS® store opened in East York near Toronto in July of 1978 introducing some highly innovative retailing concepts to Canadian consumers. At a time when customers were feeling the pinch of high inflation, many were only too happy to give up the added extras to get low prices at the checkout counter. Value for the consumer is still as much of a focus for NO FRILLS® stores today as it was when their doors first opened more than three decades ago. British Columbia welcomed its first NO FRILLS® store in 2009 and currently has 19 NO FRILLS® stores across the province.

Kyle’s NO FRILLS® store will be open Monday to Sunday from 9:00 a.m. to 9:00 p.m.

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On behalf of franchisees Kyle MacGillivray, if you need more information or to RSVP, please contact Loblaw Public Relations Department, Loblaw Companies Limited pr@loblaw.ca or 905-459-2500 x 612336
About Loblaw Companies Limited TSX:L

Loblaw Companies Limited is Canada's food and pharmacy leader, the nation's largest retailer, and the majority unit holder of Choice Properties Real Estate Investment Trust. Loblaw provides Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, banking, and wireless mobile products and services. With more than 2,300 corporate, franchised and Associate-owned locations, Loblaw, its franchisees, and Associate-owners employ approximately 192,000 full- and part-time employees, making it one of Canada's largest private sector employers.

Loblaw's purpose – *Live Life Well* – puts first the needs and well-being of Canadians who make one billion transactions annually in the companies' stores. Loblaw is positioned to meet and exceed those needs in many ways: convenient locations; more than 1,050 grocery stores that span the value spectrum from discount to specialty; full-service pharmacies at more than 1,250 Shoppers Drug Mart and Pharmaprix locations and more than 500 Loblaw locations; no-fee banking with PC Financial; affordable Joe Fresh fashion and family apparel; and three of Canada's top consumer brands in Life Brand®, no name® and President's Choice®. Through the PC Plus® and Shoppers Optimum® loyalty programs, more than one in every three Canadians are rewarded for shopping with the companies