



Liquor Stores N.A. Ltd.

[FOR IMMEDIATE RELEASE]

LIQUOR STORES N.A. LTD. ANNOUNCES APPOINTMENTS TO THE BOARD OF DIRECTORS

EDMONTON, ALBERTA, December 18, 2014 – Liquor Stores N.A. Ltd. (the “Company” or “Liquor Stores”) (TSX:LIQ), North America’s largest publicly-traded liquor retailer, announced today that Susan Doniz and Harry Taylor have been appointed to the Board of Directors effective January 1, 2015.

“Both Susan and Harry are high caliber executives, each one bringing unique skills and experiences that will enhance the Board’s leadership of Liquor Stores, particularly as our management team implements our Seven Point Plan focused on growth, competitiveness and profitability,” said Jim Dinning, the Company’s chair.

Ms. Doniz is the Global Chief Information Officer for Aimia Inc., a world leader in loyalty rewards management (and the owner/operator of Aeroplan). She also serves on several non-profit boards, including the Ontario Science Centre and the Salvation Army’s National Advisory Board. Previously, Ms. Doniz held a variety of senior leadership roles with Proctor & Gamble, including time spent with the company in both Europe and Latin America. Jim Dinning noted, “We’re excited to have Susan help guide Liquor Stores enhanced focus on sales through e-commerce, digital marketing campaigns, and the use of social media.”

Mr. Taylor has served in the United States and Canada in executive level positions with three of North America’s pre-eminent retailers, including Canadian Tire, Holt Renfrew, and The Home Depot. In addition to his current role as Senior Vice President, Finance at Canadian Tire, Mr. Taylor has also served as Chief Operating Officer with Mark’s (formerly Mark’s Work Warehouse, a subsidiary of Canadian Tire). “Harry is well-known as an exemplary retailer, and his operational skills, combined with his cross-border real estate experience and financial acumen, make him a welcome addition to the Board,” added Jim Dinning.

About Liquor Stores N.A. Ltd.

The Company operates 245 retail liquor stores in Alberta, British Columbia, Alaska and Kentucky. The Company’s common shares and convertible subordinated debentures trade on the Toronto Stock Exchange under the symbols “LIQ” and “LIQ.DB.A”, respectively.

Additional information about Liquor Stores N.A. Ltd. is available at www.sedar.com and the Company’s website at www.liquorstoresna.com

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