



Liquor Stores N.A. Ltd.

ANNOUNCES PAUL REID AS PRESIDENT AND CHIEF OPERATING OFFICER OF ITS LIQUOR DIVISION

EDMONTON, ALBERTA, April 9, 2018 – Liquor Stores N.A. Ltd. (the “Company” or “Liquor Stores”) (TSX: LIQ) is pleased to introduce Paul Reid as President and Chief Operating Officer of its Liquor Division. Paul replaces David Gordey, who will again be the Company’s Chief Financial Officer.

Mr. Reid most recently was Vice President - Corporate Retail Operations at FGL Sports where he was responsible for \$1.2 billion sales from 216 corporate retail stores and 13,000 sales associates for the Sport Chek, Nevada Bob’s Golf, Atmosphere, and Hockey Experts banners.

Paul started with Sport Chek as a part-time associate while pursuing his post-secondary education and progressed up the organisation over 27 years. He was involved with all aspects of retail excellence including Field Operations, Marketing, Store Operations, Customer Service, Communications, Business Analytics and Digital Store Experience. Amongst many other recognition, Paul was the recipient of the FGL Sports President’s, Game Changer, and Leadership Awards.

“We interviewed excellent candidates for this role, but the key factors in selecting Paul Reid were his breadth of retail experience, particularly in Alberta and Western Canada, and his team-focused approach to retail and customer service. He embodies the culture-shift we are implementing.” said James Burns, Vice Chair and CEO of Liquor Stores N.A. Ltd.

“I am honoured to be given this opportunity to be part of the revitalisation of such an iconic brand in Alberta as well as in our B.C. and Alaska markets. The board and management of LSNA have set the objective for Liquor Depot and our other brands to not only again be the market leader but an innovator and a best-in-class employer. It is an exciting time to be joining a company with such great opportunities.” commented Mr. Reid.

Mr. Reid will start his new position on April 23, 2018 based in Edmonton.

ABOUT LIQUOR STORES N.A. LTD.

The Company operates 229 retail liquor stores. The Company’s common shares and convertible subordinated debentures trade on the Toronto Stock Exchange under the symbols “LIQ” and “LIQ.DB.B”, respectively.

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

For Further Information

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