



LIQUOR STORES N.A. LTD.

[FOR IMMEDIATE RELEASE]

**GRAND OPENING OF WINE AND BEYOND,  
WESTERN CANADA'S LARGEST LIQUOR STORES**

**EDMONTON, ALBERTA, September 27, 2012** – Liquor Stores N.A. Ltd. (the “Company”) (TSX: LIQ), North America’s largest publicly-traded liquor retailer, today announced the launch of a new upscale store concept called “Wine and Beyond.” The first Wine and Beyond stores are scheduled to open to the public on Friday, September 28, 2012, with two Alberta locations: one in Edmonton at Currents of Windermere and one at Emerald Hills in Sherwood Park.

The Wine and Beyond stores will be Western Canada’s largest liquor stores in terms of product selection and size, with the Edmonton location having approximately 20,000 square feet of retail space. Each store carries over 6000 wines, 2500 spirits, and 1800 beers, with products from over 44 countries. Other store highlights include tasting bars, wine education classrooms, and in-store experts. The Wine and Beyond stores will complement the Company’s existing convenience-focused Liquor Depot stores in Alberta.

“We’ve had success with large format liquor stores in the United States and our team is excited to introduce these new concept stores to Canada,” said Jim Dinning, the Company’s Interim Chief Executive Officer. “With outstanding service, product selection and pricing, we’re confident Wine and Beyond will become a favourite destination for Alberta consumers.”

**About Wine and Beyond**

For more information about Wine and Beyond please visit [www.wineandbeyond.ca](http://www.wineandbeyond.ca)

**About Liquor Stores N.A. Ltd.**

The Company operates 244 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](http://www.sedar.com) and the Company’s website at [www.liquorstoresna.com](http://www.liquorstoresna.com)

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