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NAIL POLISH ADDS A FRESH LAYER TO THE JOE FRESH STYLE™ BEAUTY COLLECTION

Signature shade created to support Fashion Targets Breast Cancer campaign

Toronto, ON (March 25, 2010) -- Following the success of the cosmetics launch in 2009, Loblaw's is pleased to introduce the new Joe Fresh Style™ nail polish collection. The collection will be available mid-April in 27 colours.

"Our customers continue to enjoy the Joe Fresh™ clothing and accessories we bring in each season – and they love Joe Fresh Beauty™ products," says Joe Mimran, Creative Director, Apparel, Home and Entertainment, Loblaw Companies Limited. "Nail polish is a fun, inexpensive way to bring a stylish touch to any look and a natural extension to the Joe Fresh™ brand."

The new Joe Fresh Style™ nail polish includes a set of 18 core shades as well as a collection of colours that will change seasonally. For spring 2010, shades like Mint and Faded Violet reflect the soft, pastel colours consumers will see in clothing collections. Joe Fresh Style™ nail polish has been formulated without formaldehyde, toluene, DBP or camphor and will retail for \$4* per bottle or three bottles for \$10*.

To celebrate the nail polish launch, and in conjunction with the 2010 Fashion Targets Breast Cancer campaign, a signature Joe Fresh Style™ nail polish shade has been created to match one of the colours on this year's target t-shirt. 2010 marks the second year Loblaw's will sell the special Joe Fresh Style™ Fashion Targets Breast Cancer t-shirt to support Rethink Breast Cancer (www.fashiontargets.ca). As with the t-shirt, proceeds from the Joe Fresh Style™ Wine nail polish colour will raise funds for Rethink Breast Cancer.

Joe Fresh Style™ Nail Polish Colours:

Core Collection

Ballet Slipper	Jet
Base and Top Coat	Nude
Berry	Petal
Buff	Pink
Cherry	Prune
Coral	Sun Kissed
Fig	Tomato
Fuchsia	White
Gunmetal	Wine

Spring 2010

Butter
Espresso
Faded Violet
Grape
Ink
Kiss
Mint
Peacock
Powder Blue

* plus applicable taxes, prices subjective to change

Joe Fresh Style™ cosmetics can be purchased in health and beauty aisles of participating Loblaw network stores as well as select Joe Fresh™ Studio stores. Visit Joe.ca for locations.

About Loblaw Companies Limited

Offering Canadians stylish, fresh and affordable apparel and accessories for all seasons, the Joe Fresh Style™ brand is Loblaw Companies Limited's answer to Canadian consumers' desire for accessible, of-the-moment style. Creative Director, Joseph Mimran, oversees a line that features more than 400 items, from chic footwear to the latest in outdoor fashions, enabling today's busy Canadian consumer to shop for fashion right where she shops for food, health and home, and achieve a great look without breaking the bank. Joe Fresh Beauty™, an inspired collection of stylish and well-priced beauty products, was launched in 2009.

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to consumers President's Choice Financial® services and offers the PC® points loyalty program.

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For products, images or additional information, please contact:

Alexis Coffey, Jane Gill & Associates, 416.922.4404, ext 21, alexis@janegillpr.com
Shauna McMahon, Jane Gill & Associates, 416.922.4404, ext 26, shauna@janegillpr.com
Alison Lawler-Dean, Loblaw Companies Limited, 416.516.5233, ext 1424,
Alison.Lawler-Dean@loblaw.ca