

VOTING INSTRUCTION FORM
THE NORTH WEST COMPANY INC.

SEE VOTING INSTRUCTIONS ON REVERSE
WE NEED TO RECEIVE YOUR VOTING INSTRUCTIONS AT LEAST ONE BUSINESS DAY BEFORE THE PROXY DEPOSIT DATE.

INTERNET VOTE: WWW.PROXYVOTE.COM
TELEPHONE VOTE: 1-800-474-7493

MEETING TYPE: ANNUAL AND SPECIAL MEETING
MEETING DATE: TUESDAY, JUNE 14, 2011 AT 11:30 A.M. CDT
RECORD DATE: FOR HOLDERS AS OF MAY 13, 2011
PROXY DEPOSIT DATE: JUNE 10, 2011
ACCOUNT NUMBER: HRT3SSITA 01 OM
CUSIP: 663278109 **CUID:** T770 C91 **S79833 010 E** **CONTROL NO. : 131961471284**

APPOINTEE(S) **H. SANFORD RILEY, EDWARD S. KENNEDY**
 IF YOU WISH TO ATTEND THE MEETING OR DESIGNATE ANOTHER PERSON TO ATTEND, VOTE AND ACT ON YOUR BEHALF AT THE MEETING, OR ANY ADJOURNMENT THEREOF, OTHER THAN THE PERSON(S) SPECIFIED ABOVE, PRINT YOUR NAME OR THE NAME OF THE PERSON ATTENDING THE MEETING ON THE APPOINTEE LINE BELOW.

PLEASE PRINT APPOINTEE NAME

VOTING RECOMMENDATIONS

- 1 - IN RESPECT OF THE APPOINTMENT OF PRICEMETERHOUSECOOPERS LLP AS ---->>> FOR ---->>>
- 2 - IN RESPECT OF THE APPOINTMENT OF THE BOARD OF DIRECTORS OF NORTH WEST TO FIX THEIR REMUNERATION. FOR ---->>>
- 3 - THE APPROACH TO EXECUTIVE COMPENSATION DESCRIBED IN THE ---->>> FOR ---->>>
 ACCOMPANYING INFORMATION CIRCULAR.
 *NOTE: THIS IS AN ADVISORY VOTE ONLY.
- 4 - PASSING, WITH OR WITHOUT ALTERATION OR MODIFICATION, AN ORDINARY --->>> FOR --->>>
 RESOLUTION, THE FULL TEXT OF WHICH IS SET FORTH IN APPENDIX "A" TO THE ACCOMPANYING INFORMATION CIRCULAR, APPROVING, A FIRST AMENDED AND RESTATED SHARE OPTION PLAN FOR NORTH WEST, THE FULL TEXT OF WHICH IS SET FORTH IN APPENDIX "B" TO THE ACCOMPANYING INFORMATION CIRCULAR.
 NOTE THIS FORM CONFERS DISCRETIONARY AUTHORITY TO VOTE ON SUCH OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE MEETING OR ANY ADJOURNMENT THEREOF.
 NOTE THIS VOTING INSTRUCTION FORM SHOULD BE READ IN CONJUNCTION WITH THE ACCOMPANYING INFORMATION CIRCULAR.

FOLD IN HALF - DO NOT DETACH

1. ELECTION OF DIRECTORS (FILL IN ONLY ONE BOX " " PER NOMINEE IN BLUE OR BLACK INK)
VOTING RECOMMENDATION: FOR ALL THE NOMINEES PROPOSED AS DIRECTORS

- 01-H. SANFORD RILEY FOR WITHHOLD
- 02-GARY J. LUKASSEN FOR WITHHOLD
- 03-EDWARD S. KENNEDY FOR WITHHOLD
- 04-DAVID G. BROADHURST FOR WITHHOLD
- 05-FRANK J. COLEMAN FOR WITHHOLD
- 06-ROBERT J. KENNEDY FOR WITHHOLD
- 07-JAMES G. OBORNE FOR WITHHOLD
- 08-WENDY F. EVANS FOR WITHHOLD
- 09-GARY MIERASTY FOR WITHHOLD

ITEM(S) (FILL IN ONLY ONE BOX " " PER ITEM IN BLUE OR BLACK INK)

FOR WITHHOLD 54000 9201100000800980 0000
 CONTROL NO. : → 131961471284



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1776 HERITAGE DRIVE
 NORTH QUINCY MA 02171

3228
 5128
 79833
 101

AVENUE INVESTMENT MANAGEMENT
PAUL HARRIS STREET, SUITE 300
47 COLBORNE TORONTO, ON M5E 1P8
CANADA

AQ

--->>>

NONE ANNUAL INTERIM

SIGNATURE(S) *[Signature]* DATE (DDMMYY) *[Date]*
 INVALID IF NOT SIGNED

TELEPHONE VOTE AT 1-800-474-7493 OR
INTERNET VOTE AT WWW.PROXYVOTE.COM

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