

Loblaws

C O M P A N I E S L I M I T E D

2010

ANNUAL INFORMATION FORM

February 24, 2011

LOBLAW COMPANIES LIMITED
2010 ANNUAL INFORMATION FORM
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FORWARD-LOOKING STATEMENTS

This Annual Information Form (“AIF”) for Loblaw Companies Limited contains forward-looking statements about the Company’s objectives, plans, goals, aspirations, strategies, financial condition, results of operations, cash flows, performance, prospects and opportunities. Words such as “anticipate”, “expect”, “believe”, “foresee”, “could”, “estimate”, “goal”, “intend”, “plan”, “seek”, “strive”, “will”, “may” and “should” and similar expressions, as they relate to the Company and its management, are intended to identify forward-looking statements. These forward-looking statements are not historical facts but reflect the Company’s current expectations concerning future results and events.

These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including, but not limited to:

- the possibility that the Company’s plans and objectives will not be achieved;
- changes in economic conditions including the rate of inflation or deflation and changes in interest and currency exchange rates;
- changes in consumer spending and preferences;
- heightened competition, whether from new competitors or current competitors;
- changes in the Company’s or its competitors’ pricing strategies;
- failure of the Company’s franchised stores to perform as expected;
- failure to realize sales growth, anticipated cost savings or operating efficiencies from the Company’s major initiatives, including investments in the Company’s information technology systems, supply chain investments and other cost reduction initiatives, or unanticipated results from these initiatives;
- increased costs relating to utilities, including electricity and fuel;
- the inability of the Company to successfully implement its infrastructure and information technology components of its plan;
- the inability of the Company’s information technology infrastructure to support the requirements of the Company’s business;
- the inability of the Company to manage inventory to minimize the impact of obsolete or excess inventory and to control shrink;
- failure to execute successfully and in a timely manner the Company’s introduction of innovative and reformulated products or new and renovated stores;
- the inability of the Company’s supply chain to service the needs of the Company’s stores;
- failure to achieve desired results in labour negotiations, including the terms of future collective bargaining agreements, which could lead to work stoppages;
- changes to and failure to comply with the legislative/regulatory environment in which the Company operates, including failure to comply with environmental laws and regulations;
- the adoption of new accounting standards and changes in the Company’s use of accounting estimates;
- fluctuations in the Company’s earnings due to changes in the value of stock based compensation and equity forward contracts relating to its Common Shares;
- changes in the Company’s income, commodity and other tax liabilities including changes in tax laws or future assessments;
- reliance on the performance and retention of third-party service providers including those associated with the Company’s supply chain and apparel business;
- public health events including those related to food safety;
- the inability of the Company to collect on its credit card receivables;
- any requirement of the Company to make contributions to its registered funded defined benefit pension plans in excess of those currently contemplated;
- the inability of the Company to attract and retain key executives;

- supply and quality control issues with vendors; and
- failure by the Company to maintain appropriate documentation to support its compliance with accounting, tax or legal rules, regulations and policies.

These and other risks and uncertainties are discussed in the Company's materials filed with the Canadian securities regulatory authorities from time to time, including the Enterprise Risks and Risk Management section of the Management's Discussion and Analysis ("MD&A") included in the Company's 2010 Annual Report. These forward looking statements contained in this AIF reflect management's current assumptions regarding these risks and uncertainties and their respective impact on the Company.

Other risks and uncertainties not presently known to the Company or that the Company presently believes are not material could also cause actual results or events to differ materially from those expressed in its forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect the Company's expectations only as of the date of this AIF. The Company disclaims any intention or obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

The information in this AIF is current to February 24, 2011 unless otherwise noted. All amounts are in Canadian dollars.

CORPORATE STRUCTURE

Incorporation

Loblaw Companies Limited was incorporated on January 18, 1956, although portions of its business originated before 1900. It was continued under the Canada Business Corporations Act by certificate of continuance dated May 7, 1980. The registered office of the Company is located at 22 St. Clair Avenue East, Toronto, Canada, M4T 2S7. The National Head Office and Store Support Centre of the Company is located at 1 President's Choice Circle, Brampton, Canada, L6Y 5S5.

Intercorporate Relationships

Loblaw Companies Limited is a holding company which carries on its business through its subsidiaries. A list of the subsidiaries of the Company that carry on its principal business operations is given below. In each case, the Company owns 100% of the voting securities either directly or indirectly. Throughout this AIF, Loblaw Companies Limited and its subsidiaries are collectively referred to as the "Company".

Subsidiary	Jurisdiction of Incorporation
Glenhuron Bank Limited	Barbados
Loblaw Alberta Inc.	Alberta
Loblaw Financial Holdings Inc.	Ontario
Loblaw Properties Limited	Ontario
Loblaw Properties West Inc.	Canada
Loblaws Inc.	Ontario
PGV Acquisition Inc.	Quebec
President's Choice Bank	Canada
Provigo Distribution Inc.	Quebec
T&T Supermarket Inc.	British Columbia

GENERAL DEVELOPMENT OF THE BUSINESS

Renewal Plan

The Company is in the fifth year of a five year turnaround plan. In 2007, the Company embarked on an initiative to fix the basics of its business, a critical part of its strategy to be known once again as one of the world's best retailers. A major component of this strategy is to have a world-class supply chain, ensure shelf availability, reduce shrink and improve store productivity. The Company also implemented a strategy to lower retail prices to deliver excellent value to customers and to ensure they recognize the benefit of lower prices in its stores where it matters.

In 2008, the Company made progress on these core initiatives and was able to leverage its national scale in order to achieve cost and operating efficiencies. While still affected by complex processes and outdated information technology ("IT") systems, the Company was nonetheless successful in improving store performance in areas such as labour productivity and in reducing shrink, continuing its investment in pricing, renewing the food and rationalizing the general merchandise product assortments, improving price perception and ensuring that its support functions are serving the business in the most critical areas. It also began to execute its plans to improve its supply chain and IT infrastructure.

In 2009, the Company made further progress in its turnaround efforts by delivering value for its customers, colleagues and merchants. The Company continued to work on improving in-store fresh food quality by implementing best practices and revisiting its assortment to better serve local-market needs. Improved shop-keeping led to better in-store processes with greatly improved product availability. In 2009, significant investments were made in the Company's supply chain and IT infrastructure to modernize systems that will expand capacity and drive productivity.

In 2010, the Company remained focused on maximizing the day to day performance of the business while building a platform for long-term success. The Company continued to invest in supply chain and IT infrastructure and began to see some systems implemented and benefits realized, while the ongoing renewal of the store network improved the customer experience across a range of banners and markets. Significant progress was made in enhancing the Company's offering of fresh products, improving the profitability of the Company's control label offering, increasing operational productivity, and improved inventory management.

In 2011, the Company intends to move forward in consistency of execution, delivering innovation and value to customers, and building the necessary infrastructure base. The renewal of the store network and initiatives to enhance control label and general merchandise offerings and profitability will continue. The Company will continue to roll out key IT system functionality including further supply chain and enterprise resource planning ("ERP") system releases. Key focus areas for ERP implementation in 2011 involve rolling out the new system to the merchandising function and ensuring data integrity through the conversion process. The Company will continue to improve customer service and further clarify its value propositions as the Company aligns to a new organizational structure based around its conventional and hard discount/superstore divisions. The Company is also focusing on capitalizing on opportunities in apparel, financial services and health and seeking to improve its offering to Canada's growing multicultural population.

Significant initiatives in support of the Company's renewal plan are underway or planned. These initiatives include the execution of the IT strategic plan and ongoing organizational changes. Success of these initiatives is dependent on management effectively realizing the intended benefits and effectively executing the related processes. To assist in the management of change throughout the organization, the

Company has positioned a team to support the major change initiatives in the Company. A team of colleagues has been assigned and is dedicated to business change management activities with a focus on integration of the business process and systems changes through communication, training and other change events in support of major change initiatives within the Company.

Ineffective change management or inexperienced colleagues leading change management could result in disruptions to the operations of the business or affect the ability of the Company to implement and achieve its long term strategic objectives. This could result from a lack of clear accountabilities, communication, training or lack of requisite knowledge, which may cause colleagues to act in a manner which is inconsistent with Company objectives. Failure to properly execute the various processes may increase the risk of customer dissatisfaction, which in turn could adversely affect the reputation, operations and financial performance of the Company. The failure to properly integrate several large, complex initiatives in a timely manner will adversely impact the operations of the Company. If colleagues are not able to develop and perform new roles, processes and disciplines, the Company may not always achieve the expected cost savings and other benefits of its initiatives.

Further information on the Company's strategies is provided in the MD&A, included in the Company's 2010 Annual Report, which is incorporated by reference.

Products and Services

The Company is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Traditional food offerings remain at the core of the Company's business. The Company operates conventional, superstore, and hard discount stores.

The Company has developed go-to-market strategies based on customer shopping preferences, competitive considerations, and market opportunities. In 2008, *Loblaw Great Food* banner stores were enhanced by the "Back to Best" program in the Greater Toronto Area which included innovations to the Company's meat, seafood and produce offerings, as well as improved colleague engagement and service. Eleven Superstores were renovated in 2008 to optimize layout and improve shopping experience. By year end 2008, twelve *nofrills* stores were open in western Canada.

In 2009, the Company applied the learnings from a series of successful 2008 pilot projects that were designed to enhance the performance of each of the Company's retail banners. In the West, the Company renovated 26 *Real Canadian Superstore* locations, built two new *nofrills* stores and converted five *Extra Food* banner stores to *nofrills* stores. These conversions were a direct response to consumer demand for value in specific markets. In the East, the Company opened its first *nofrills* bannered store in Shediac, New Brunswick. And in Quebec, the Company piloted a conversion of a *Loblaws* banner to *Maxi & Cie*, expanded the "Back to Best" conventional store upgrades to the *Loblaw* banner and piloted the *Provigo Marché de Ville* store. These conversions and upgrades helped to optimize store layouts and space allocation with redesigned priority categories and more engaging visual merchandising. The Company renovated more than 200 stores in 2009. Some of these were completed using a model named "Operation Shudder", which involved shutting down a store on the slowest day of the week to minimize disruption and complete core renovations and remodelling. The result was an enhanced shopping experience for customers on their next visit to the store.

In 2010, the Company continued to upgrade its store network, touching over 200 stores as part of the Company's store revitalization program of which 160 were considered major renovations. The expansion of *nofrills* continued in the West with nine new locations, while 16 *Real Canadian Superstore* locations were renovated to provide a better shopping experience for the customer. In Quebec, the Company

franchised 25 *Provigo* stores, and repositioned 110 *Maxi* and *Maxi & Cie* stores with an improved offering focused on meeting customer needs and increasing volume. In Ontario, 16 *Zehrs* and seven *Fortinos* locations were renovated to incorporate elements from the successful Great Foods initiative. In Atlantic Canada, the *nofrills* network expanded to seven locations.

The focus of the Company continues to be on simplifying and optimizing assortments, getting credit for value by lowering prices in a targeted manner and ensuring its general merchandise offering complements the Company's focus on food. Other products and services offered by the Company are described below. In addition, through certain of its corporate and franchise locations, the Company's offerings include gas bars, photo processing, optical products and services and medical clinics.

Control Label Program

The Company offers a strong and innovative control label program for both food and everyday household needs. This program helps to create customer loyalty and ensure price competitiveness. Over the past three years, the Company has added products to its control label program in the food, health and beauty and apparel categories. In support of these products, in 2010 the Company distributed four issues of the *Insider's Report*, including Healthy, Lawn & Garden, Summer and Holiday, that reached millions of homes across Canada.

The Company has been a leader in offering health-oriented and organic control label products. The Company offers a range of certified organic products and now has over 300 of those products under the *PC Organics* label. Early in 2005 the Company introduced its *Blue Menu* line of products for health and nutrition conscious consumers and now offers over 400 such products.

In 2008 the Company celebrated the 25th anniversary of the *Insider's Report*. In 2009, the Company launched 524 new *President's Choice* products, improved 718 others and put 1,800 *President's Choice* products with redesigned packaging into stores and celebrated the 25th anniversary of *President's Choice*. In 2010, the Company undertook a number of initiatives to improve the profitability of its control label offering, and the benefits are showing as these initiatives take hold. The Company also continued its focus on innovation, launching the very successful Ice Cream Shop program, with 14 new flavours, an integrated national advertising campaign and store parking lot events across the country.

In 2008 the Company expanded the distribution of *Joe Fresh* products to Atlantic Canada and Quebec making it a fully national brand. In 2009, total *Joe Fresh* retail space expanded 10% and new categories were added into over 250 stores: *Joe Fresh* beauty and bath products, sunglasses and jewelry. In 2010, the Company grew the *Joe Fresh* brand by major media campaigns making it a leading apparel brand and expanding the *Joe Fresh* brand retail footprint to include the first stand alone store in Vancouver.

The Company's control label offering continues to be supported by marketing campaigns featuring the best that the *President's Choice* brand has to offer, including innovative new products to meet the changing needs of consumers and signature products that have been delighting Canadians for years, all providing the exceptional quality and value our customers expect from the *President's Choice* brand. These campaigns feature Galen Weston, the Company's Executive Chairman, as spokesperson.

The Company relies on suppliers that provide the Company with goods and services. Although contractual arrangements are put in place with these suppliers, the Company has no direct influence over how the companies are managed. Negative events affecting the suppliers could in turn negatively impact the Company's reputation in operations and its financial performance. Inefficient, ineffective or

incomplete vendor management strategies, policies and/or procedures may impact the Company's ability to optimize financial performance, meet customer needs and control costs and quality.

Vendor production capacity or information technology capabilities may limit the Company's ability to service its customers or implement new processes to increase efficiencies and consistencies across vendors. Sourcing from developing markets results in enhanced risk which requires mitigation through additional safety, quality and management reviews.

The Company's control label products are manufactured under contract by third-party suppliers. Product development and sourcing of the Company's control brand apparel products is conducted by a third party. In order to preserve brand equity, these suppliers are held to high standards of quality. Ineffective selection, contract terms, management and reliance on third party service providers may impact the Company's ability to source control brand products, to have products available for customers, to market to customers and to operate efficiently and effectively on a day to day basis.

Supply Chain

In 2007, the Company launched a significant initiative to invest in and improve its supply chain. This initiative includes upgrading the physical distribution network, increasing capacity, and implementing new forecasting, replenishment, distribution and transportation capabilities that over time will improve in-store availability and operational productivity.

In 2008, four new distribution centres were opened, other distribution centres were reconfigured and availability and service levels consistently improved.

In 2009, three distribution centres were opened or renovated which increased warehouse capacity by approximately 800,000 square feet. Overall availability and service levels improved. Warehouse cost per case improved and inventory levels decreased. Further, the Company made significant progress in the rollout of a new transportation management system and warehouse management system.

In 2010, the Company completed its implementation of its new Transport Management System. The new Warehouse Management System was implemented in 10 distribution centres. Over 50 suppliers were converted from direct store delivery to shipping through distribution centres, reducing deliveries to stores and improving availability. In addition, the Company continued to progress with its forecasting, planning and replenishment system integration, and has introduced new retail-ready packaging to its supply chain, leading to a faster replenishment process and an improved shopping experience for customers.

In 2011, the Company plans to complete the integration of the forecasting, planning and replenishment system. It will also continue to increase the number of products being shipped in retail-ready packaging.

The need to invest in and improve the Company's supply chain may adversely affect the Company's capacity to effectively and efficiently attract and retain current and potential customers. A significant restructuring of the Company's supply chain will continue for the next eighteen months. Although this initiative is expected to result in improved service levels and product availability for the Company's stores, the scale of the change and the implementation of new processes could cause disruption in the flow of goods to stores, which would negatively affect revenues and financial performance. In addition, the integration of new supply chain systems with the ERP could cause disruptions to the network if not properly executed which would also negatively affect revenues and financial performance.

Labour and Employment Matters

A majority of the Company's store level and distribution centre workforce is unionized. The Company's relationship with its unions has been satisfactory in the past three years and has been characterized by honest and open discussions regarding the need for change if the Company is to be competitive in the long term. Several of the Company's competitors operate in a non-union environment. These competitors may benefit from lower labour costs and more favourable operating efficiencies, making it more difficult for the Company to compete.

In the past three years, 197 collective agreements were successfully negotiated. Significant labour negotiations took place across the Company in 2010 as 73 collective agreements expired and 58 collective agreements were successfully negotiated, including the Company's largest single agreement covering approximately 13,700 colleagues.

Renegotiating collective agreements may result in work stoppages or slowdowns, delays to construction projects and increases in costs. Any of these could negatively affect the Company's financial performance. The Company successfully negotiated 58 collective agreements in 2010 and the Company continues to negotiate the 86 remaining collective agreements carried over from prior years. In 2011, 49 collective agreements affecting approximately 15,000 colleagues expire with the largest of the agreements covering approximately 11,000 colleagues in Ontario expiring in June 2011. Although the Company attempts to mitigate work stoppages and disputes through early negotiations, work stoppages or slowdowns and the resulting negative effects on revenues and financial performance are possible.

The Human Resources department, together with management, creates action plans designed to improve colleague engagement. In 2008, the Company's Human Resources function made significant strides in colleague development, succession planning and safety programs while also building national programs to attract and retain the colleagues necessary to meet business needs. Human Resources launched a colleague discount plan, standardized the process for implementing major business transformation and centralized recruiting. The Company also launched a "Tell It As It Is" colleague engagement survey to receive regular feedback from more than 100,000 colleagues.

In 2009, the Company's Human Resources function continued to develop programs designed to make Loblaw a great place to work. Specific focus was on attracting and retaining colleagues, colleague development and succession planning. In recognition of the progress that has been made, the Company was named as one of Canada's Top 100 Employers, one of Greater Toronto's Top Employers and one of the Financial Post's Ten Best Companies to Work For. In addition, turnover at the store level was reduced significantly.

In 2010, the Company continued to invest in colleague development through the launch of the "Best Store Leader" program. Over 300 colleagues went through rigorous assessment in development centres and were trained in key store management skills and practices. Progress also continued in the effort to retain colleagues, with reduced turnover compared to 2009. These efforts paid off as the Company was recognized as one of Canada's Top 100 Employers for the second consecutive year. The Company was also named one of Canada's Top Employers for Young People and was a regional winner in the Canada's 10 Most Admired Corporate Cultures program.

In 2011, the Company's Human Resources function will continue to build a fast, flexible performance culture and focus on ensuring colleagues are focused on customers.

The degree to which the Company is not effective in establishing appropriate succession planning processes and retention strategies could lead to a lack of requisite knowledge, skills and experience on the part of management. This, in turn, could affect the Company's ability to execute its strategies, efficiently run its operations and meet its goals for financial performance. Effective succession planning for senior management and colleague retention are essential to sustaining the growth and success of the Company. In addition, loss of talent to the competition can be a significant risk to the Company's business strategy. Effective retention strategies will be necessary due to the significant changes, potential increase in workload and marketability of those colleagues who have developed specialized skills during the implementation of the ERP system and other significant initiatives in the Company.

Management has implemented new programs throughout 2010 to assist in colleague retention, succession planning and development. These will continue into 2011. The initiatives are focused on improving colleague engagement and succession plans as well as supporting the Company's goal to "Be a Great Place to Work". Should these initiatives not be successful, the Company may not be able to execute its strategies or efficiently run its operations which in turn could negatively affect financial performance.

Financial Performance

Information on the Company's financial performance can be found in the financial statements and MD&A. This information is incorporated by reference and is available at www.sedar.com or at www.loblaw.ca.

Information Technology

The Company has underinvested in its IT infrastructure in the past and its systems are in need of being upgraded. In 2008 the Company began to implement an IT strategic plan by announcing key vendors and making initial investments in the systems needed to support its apparel line, build a company-wide master data file and establish overall infrastructure stability.

In 2010, the Company successfully implemented the second phase of its ERP system which involved integrating the general ledger and related reporting for finance across the business and launching additional functionality including Corporate accounts payable and marketing procurement processes. There are now close to 1,000 colleagues working on its new ERP system. In addition, in September 2010, a pilot for the next major ERP release related to the merchandising management module was begun, focusing on two of the smaller merchandising categories. Additional category management module pilots were rolled out to other categories in the fourth quarter of 2010. The Company used the new ERP functionality to close its third and fourth quarter reporting periods.

In 2010, the Company also began implementing a new Store Time and Attendance System, a National Point of Sale system and a Warehouse Management System and Transport Management System that are part of the supply chain transformation.

The Company is planning for additional system implementations in 2011 to streamline merchandising and operations activities. This is one of the largest technology infrastructure programs ever implemented by the Company and is fundamental to the Company's long-term growth strategies. Completing it will require intense focus and continued investment.

The failure to successfully migrate from legacy systems to the ERP system could negatively affect the Company's reputation, operations and its revenues and financial performance. Failure or disruption in the Company's IT systems during the implementation of the ERP system or other new systems may result in

a lack of relevant and reliable information to enable management to effectively achieve its strategic plan or manage the day-to-day operations of the business, causing significant disruptions to business and potential financial losses. In addition, the failure to implement appropriate processes to support the ERP system may result in inefficiencies and duplication in current processes.

Change management risk and other associated risks will arise from the various projects which will be undertaken to upgrade existing systems and introduce new systems. Failure by the Company to appropriately invest in IT or failure to implement IT infrastructure in a timely or effective manner may negatively impact the Company's financial performance.

Acquisition of T&T Supermarket

On September 28, 2009 the Company acquired T&T Supermarket Inc. ("T&T"), thereby extending its international offering to better serve Canada's largest growing customer segment and positioning it for future growth.

T&T began operations in 1993 and operates 19 stores in the provinces of British Columbia, Alberta and Ontario and three distribution centres in Vancouver and one in Toronto. T&T offers a robust Asian food offering with emphasis on fresh and ready to consume meals.

DESCRIPTION OF THE BUSINESS

Operations

Loblaw, 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. The Company's mission is to be Canada's best food, health and home retailer by exceeding customer expectations through innovative products at great prices. For over 50 years, the Company has supplied the Canadian market with innovative products and services through corporate, franchised and affiliated stores. The Company operates conventional, superstore, and hard discount stores. Corporate owned store banners include *Atlantic Superstore*, *Dominion** (in Newfoundland and Labrador), *Extra Foods*, *Superstore*, *Loblaws*, *Loblaw Great Food*, *Maxi*, *Maxi et Cie*, *Provigo*, *The Real Canadian Superstore*, *T&T Supermarket* and *Zehrs* and wholesale outlets operating as *Cash & Carry*, *Presto* and *The Real Canadian Wholesale Club*. The Company's franchised and affiliated stores operate under trade names including *Atlantic SaveEasy*, *Fortinos*, *Extra Foods*, *nofrills*, *SuperValu*, *Valu-mart*, *Provigo* and *Your Independent Grocer*. The store network is supported by 24 warehouse facilities located across Canada, as well as temporary storage facilities when required.

In addition, the Company makes available to consumers financial services under the *President's Choice Financial* brand, including the *President's Choice Financial* MasterCard®, a GIC product offered exclusively through the broker channel, personal banking services, which are provided by the direct banking division of a major Canadian chartered bank and the *PC* points Loyalty Program. The Company also offers home, auto, travel and pet insurance through its insurance entities and offers mobile phone services, including *The Mobile Shop* and *PC Mobile*.

* Trademark used under license

Geographic and Banner Summary

For the recently completed year, the Company operated across Canada as set out below:

	Corporate Stores	Franchised Stores	Affiliated Independents	Independent Accounts	Warehouses
Newfoundland and Labrador	12	8	20	100	1
Prince Edward Island	4	4	7	44	-
Nova Scotia	32	17	19	299	1
New Brunswick	20	23	19	122	2
Quebec	191	48	174	999	3
Ontario	155	291	63	-	6
Manitoba	25	-	22	-	1
Saskatchewan	30	5	24	-	1
Alberta	56	22	6	-	3
Northwest Territories	2	-	-	-	-
Yukon	1	1	1	-	-
British Columbia	48	32	21	-	6
Total	576	451	376	1,564	24

The following table sets out the distribution of the Company's stores:

	Corporate Stores	Franchised Stores	Affiliated Independents
Conventional			
Atlantic SaveEasy		45	
Fortinos		20	
Loblaws	75		
Provigo	36	47	
SuperValu	1	5	13
T&T Supermarket	19		
Valu-mart		61	
Your Independent Grocer		53	
Zehrs	43		
Other		7	363
Hard Discount/Superstore			
Extra Foods	56	22	
Maxi	90		
Maxi & Cie	21		
nofrills		191	
Atlantic Superstore	51		
Dominion* (in Newfoundland and Labrador)	11		
The Real Canadian Superstore	110		
Cash & Carry	17		
Presto	11		
The Real Canadian Wholesale Club	34		
Apparel			
Joe Fresh	1		
Total	576	451	376

* Trademark used under license

The average store size at year end 2010 for corporate stores and franchised stores was 64,800 and 29,500 square feet, respectively. The average store size for both corporate stores and franchised stores has increased by 2.1 and 1.9% respectively over the last three years as the Company has generally moved to larger formats.

The Company's preferred strategy is to purchase land for future store locations. At year end 2010, the Company owned 74% of the real estate on which its corporate stores are located, 46% of the real estate on which franchised stores are located, as well as various properties under development or held for future development. The Company's owned properties are largely unencumbered, with \$97 million in mortgage debt on total fixed assets including real estate, having a net book value of approximately \$9.1 billion at year end 2010. The total square footage of the owned corporate and franchise stores is approximately 27.5 million square feet and 6.2 million square feet, respectively.

A substantial portion of the Company's revenues and earnings come from amounts paid by franchisees. The Company benefits from the management of these stores by entrepreneurial owner/operators. Franchisees enter into agreements with the Company that generally require the franchisee to purchase inventory from the Company and to pay certain fees in exchange for services provided by the Company or approved suppliers and for the right to use certain trademarks owned by the Company. The Company also participates in the profits of most of its franchise stores by way of preferred shareholdings or other arrangements. Services available to the franchisees by the Company include store set-up, marketing support and accounting systems. Independent franchisees generally lease the land and store building from the Company and, if eligible, may obtain financing through a structure involving independent trusts to facilitate the purchase of the majority of their inventory and fixed assets, consisting mainly of fixtures and equipment.

Franchisees are independent businesses and, as a result, their operations may be negatively affected by factors beyond the Company's control which in turn may damage the Company's reputation and potentially affect revenues and financial performance. Revenues and earnings could also be negatively affected, and the Company's reputation could be harmed, if a significant number of franchisees were to experience operational failures, including health and safety exposures, financial difficulty, or were unwilling or unable to pay the Company for products, rent or other fees, or fail to enter into renewals of franchise agreements. The Company's franchise system is also subject to franchise legislation enacted by a number of provinces. Any new legislation or failure to comply with existing legislation may negatively affect operations and could add administrative costs and burdens, any of which could affect the Company's relationship with its franchisees. Relationships with franchisees could pose significant risks if they are disrupted which could result in legal action, reputational damage and/or adverse financial consequences. Supply chain or system changes by the Company could cause or be perceived to cause disruptions to franchise operations and could result in negative effects on franchisee revenues or earnings. Reputational damage or adverse consequences for the Company, including litigation and disruption to sales from franchised stores, could result.

Competitive Conditions

The retail industry in Canada is highly competitive. If the Company is ineffective in responding to consumer trends or in executing its strategies, its revenues and financial performance could be negatively impacted.

The Company's competitors include traditional supermarket operators, as well as mass merchandisers, warehouse clubs, drugstores, limited assortment stores, discount stores, convenience stores and specialty stores. Many of these competitors now offer a selection of food, drugstore and general merchandise.

Others remain focused on supermarket-type merchandise. The Company is also subject to competitive pressures from new entrants into the marketplace and from the expansion or renovation of existing competitors, particularly those expanding into the grocery market. Some of these competitors have extensive resources that allow them to compete vigorously in the market. Several of these competitors operate in a non-union environment. The Company's unionized workforce environment may reduce the ability of the Company to compete on labour costs or may adversely impact the Company's ability to react to the competition in a timely manner. Increased competition and pressures on growth and pricing could adversely affect the Company's ability to achieve its objectives. The Company's inability to effectively predict market activity or compete effectively with its current or future competitors could result in, among other things, reduced market share and lower pricing in response to its competitors' pricing activities.

In addition, competitors could acquire or develop partnerships with other businesses, which could increase their market share or otherwise improve their competitiveness. If significant acquisitions or alliances are undertaken by competitors, the Company could lose opportunities for growth and partnerships in the market or otherwise experience adverse consequences.

The Company monitors its market share and the markets in which it operates and adjusts its operating strategies by closing underperforming stores, relocating stores or reformatting them under a different banner, reviewing and adjusting pricing, product offerings and marketing programs. Failure by the Company to sustain its competitive position could have a negative impact on the revenues and financial performance of the Company.

Customers

The Company's customers comprise a wide cross-section of consumers across Canada. The Company is not dependent upon a small number of customers or any single customer.

Products and Services

Control Label Products

The Company has developed a successful line of control label products and services that are sold or made available in its corporate, franchised and affiliated stores and are available on a limited basis to certain independent customers. The Company's experienced product development team works closely with third-party vendors in developing and manufacturing products for its control label brands.

The Company markets control label products in the food, health and beauty, apparel and general merchandise categories under brand names including *President's Choice*, *PC*, *no name*, *Joe Fresh*, *PC Organics*, *Blue Menu*, *Club Pack*, *PC G.R.E.E.N.*, *Exact*, *Teddy's Choice*, *PC Home* and *Everyday Essentials*.

Health, Home and Wholesome is the Company's goal to be recognized as making healthy and sustainable living affordable for all Canadians. Aligned with these goals, the Company offers the *Blue Menu* and *PC Organics* lines.

A selection of control label general merchandise items has been developed as part of its general merchandise offering. These products are sourced world wide and cater to all areas of the home including bed, bath, kitchen, home decor and outdoor living. In recent years, the Company has reduced and rationalized its general merchandise offerings while expanding and focusing on its apparel offering.

Marketing

The Company's marketing programs are focused on scheduled events and on the promotion and advertising for various control-label products and services which are exclusive to the Company. These programs are supported by research activity, including consumer insight and brand awareness measures. The marketing team also influences item selection to be promoted in weekly flyers.

The Company sells a wide variety of national brands and the marketing of these brands is accomplished primarily through promotion in-flyer, or through promotional activity in-store in collaboration with the national brands suppliers.

A variety of unique communications media are used to inform and educate consumers about the Company's products and services. The *President's Choice Insider's Report* is considered a "must-read" by millions of consumers across the country. The *Insider's Report* is a creative description of new products offered by the season and highlights price, value and quality of its control-label advantage. While the loyalty program for the Company is managed through *President's Choice Financial*, the marketing team supports its brands by including special loyalty offers of PC points, redeemable at any banner for any products, in many marketing promotions. Twice a year, the Company participates in Canada's Fashion Week to promote its *Joe Fresh* apparel brand. The *President's Choice* and the *Joe Fresh* brands receive significant advertising presence on television, in major magazine publications and on the internet.

The Company's focus on marketing initiatives has increased over the last few years, with increased investments, higher profile marketing and public relations campaigns and a greater emphasis on event marketing.

The Company also promotes its products and engages its consumers through its websites such as www.pc.ca and www.joefresh.com which allow consumers to participate in contests, rate and review food products, and create a personal wardrobe. The Company also uses social networking sites in its marketing efforts.

President's Choice Financial

President's Choice Bank ("PC Bank") offers the *President's Choice Financial* MasterCard® throughout Canada. PC Bank outsources to third-party service providers the processing of credit card transactions, provision of call centre services, collections, and the support of certain operational processes in accordance with PC Bank's risk management strategies, all under service-level standards established by PC Bank.

The Company offers *President's Choice Financial* personal banking services and products in all provinces except Quebec, which are provided by the direct banking division of a major Canadian chartered bank. The Company also offers a GIC product in all provinces exclusively through the broker channel.

The Company offers *PC Financial* home and auto insurance in Ontario and Alberta through its subsidiary, PC Financial Insurance Broker Inc. *PC Financial* pet and travel insurance are offered through its subsidiary, PC Financial Insurance Agency Inc., in each province and territory except for Quebec and New Brunswick.

PC Mobile

The Company offers the *PC Mobile* line of prepaid cellular phone services and related accessories. *PC Mobile* services are provided in conjunction with a major Canadian telecommunications company. The Company operates The Mobile Shop kiosks in over 500 Loblaw banner stores across the country, offering a range of mobile phone brands, including the *PC Mobile* brand.

Intellectual Property

The Company has established procedures to register or otherwise protect its intellectual property including the trademarks used in its store-trading or banner names and those associated with its control label programs. Store-trading or banner names are associated with specific retail concepts and are important to both corporate store and franchised store operations. Franchisees use the banner names associated with their franchise program pursuant to licensing arrangements. The Company's trademarks used in connection with its control label program are discussed under the section "Products and Services". Other intellectual property of the Company includes domain names, packaging designs and product formulations and specifications. The intellectual property rights associated with and used in connection with the Company's business are important assets and are defended vigorously. Certain of the Company's trademarks are licensed to third party service providers, primarily in connection with *President's Choice Financial* services. When used in this AIF, the trademarks of the Company are presented in italics.

Decrease in value of the Company's trademarks, banners or control brands, as a result of adverse events, changes to the branding strategies or otherwise, could weaken the demand for the Company's products or services or damage the Company's reputation. The Company endeavours to have the appropriate contractual protections in its arrangements with control label vendors and suppliers of all marketing elements including, printing, flyers and advertising agencies. The Company actively monitors and manages its trademark portfolio. Despite these activities, adverse events could impact the value of the Company's trademarks, banners or brands and may negatively affect revenues and financial performance.

Information Technology

The Company uses various systems to support the major functional aspects of its business. The IT team provides support, maintenance and development services for these systems and manages the strategic direction of the Company's IT functions. The Company is currently undergoing a significant overhaul of its IT systems, as described elsewhere in this AIF.

The Company operates point of sale technology that connects to a suite of in-store management tools for functions such as labour management, product ordering and inventory management. Warehouses are equipped with inventory management systems that facilitate picking and shipping. In addition, support tools are maintained for major functional areas of the Company's business such as merchandising, finance, human resources and marketing.

The Company maintains a secure, chain-wide network that transmits data between its stores, distribution centres and corporate offices and carries debit and credit transactional information from stores to the Company's provider of clearing services. The Company also uses outsourced services, in particular for its mainframe-related applications and technology, pharmacy and Photolab businesses and services to *President's Choice Financial* services.

To support the current and future requirements of the business the Company is reliant on IT systems. These systems are essential to provide management with the appropriate information for decision making, including its key performance indicators, and when necessary must be appropriately supported through systems upgrades to and maintenance of infrastructure.

The process of converting data from legacy systems to the ERP system and other new systems increases the risk of poor data integrity and reliability if the data are not accurate and complete upon conversion. In addition, for the next few years the business will operate in new and old systems at the same time. Ensuring that the data is flowing accurately between all systems and ensuring the integrity of this data once it is converted will be critical to maintain the integrity and reliability of the Company's financial information. Ownership of data management is essential to ensure ongoing reliability and relevancy of the data. Any failure or disruption of these systems or during the data conversion process for the ERP system could negatively affect the Company's reputation, its operations, revenues and financial performance. Lack of relevant, reliable and accessible information that enables management to effectively manage the business may preclude the Company from optimizing its overall performance.

Supply Chain

The Company's supply chain is responsible for the flow of goods and information between its vendors and suppliers and the Company's distribution centres and ultimately to its stores. In some cases certain goods flow directly to the Company's stores from the vendors. The Company continuously evaluates its methods of distribution including its relationship with vendors and suppliers, technology, facilities and modes of transportation. When appropriate, the Company implements changes to its supply chain infrastructure to ensure a continued, reliable and cost efficient system.

The Company's supply chain and distribution network is comprised of a total of 24 warehouses and distribution centres. Third-party logistics service providers are used at six distribution centres located in Pickering, Ajax, Caledon, Moncton, Calgary and Vancouver. The Company uses various modes of transportation including its own trucking fleet and third-party common carriers, railways and ships. The Company is not dependent on any one third-party transport provider.

Seasonality

The Company's operations as they relate to food, specifically inventory levels, sales volume and product mix, are impacted to some degree by certain holiday periods in the year. Certain general merchandise offerings are subject to more seasonal fluctuations.

Foreign Operations

Glenhuron Bank Limited, a wholly owned subsidiary of the Company with operations in Barbados, is engaged in financial services including cash and investment management and treasury-related activities. The Company is not dependent on these operations.

Colleagues

As of January 1, 2011, the Company and its franchisees together employed approximately 136,000 full-time and part-time employees. A majority of the Company's store level and distribution centre colleagues are unionized. Currently the Company's unionized workforce is covered by a total of 372 collective agreements with 17 unions.

Lending

The PC Bank Board of Directors has approved risk management policies that provide governance and oversight to effectively manage and control existing and potential credit risks involved in extending credit to *President's Choice Financial* Mastercard® customers. In order to minimize the associated credit risk, PC Bank employs advanced credit scoring tools, stringent credit card portfolio monitoring, and technology that produces an effective account management and collection process.

Environmental, Health and Safety Matters

The Company maintains a large portfolio of real estate and infrastructure and is subject to environmental risks associated with the contamination of such properties and facilities, whether by previous owners or occupants, neighbouring properties or from its own operations.

The Company operates a number of underground storage tanks, the majority of which are used for the retailing of automotive fuel. Contamination resulting from leaks from these tanks is possible. The Company employs monitoring and testing regimens, in addition to risk assessments and audits, to minimize the potential for subsurface impacts from fuel losses. The Company also operates refrigerant equipment in its stores and distribution centres to preserve perishable products through the supply chain. These systems contain refrigerant gases which could be released if the related equipment fails. It is possible that a release of these gases could have adverse affects on the environment. To minimize the potential for refrigerant releases, the Company has implemented preventative maintenance programs and refrigeration system inspections and is considering the implementation of new refrigeration system technologies.

In recent years, provincial and municipal governments have introduced legislation that imposes liabilities on retailers, brand owners and importers for costs associated with recycling and disposal of consumer goods packaging and printed materials distributed to consumers. This is a growing trend and the Company expects to be subject to increased costs associated with these laws.

The Company has environmental safety programs and has established policies and procedures aimed at ensuring compliance with applicable environmental legislative requirements. To this end, the Company employs environmental risk assessments and audits using internal and external resources together with employee awareness programs throughout its operating locations. The Environmental, Health and Safety Committee of the Board receives regular reporting from management addressing current and potential future issues, risks, programs/initiatives, identifying new regulatory concerns and related communication efforts. The Company's environmental affairs department works closely with operations to help ensure requirements are met.

Despite these mitigation activities, the Company could be subject to increased or unexpected costs associated with environmental incidents and the related remediation activities, including litigation and regulatory related costs, all of which could negatively impact the Company's reputation and financial performance.

Recent consumer trends include an increasing demand for products with less impact on the environment and that the Company's operations demonstrate environmentally responsible practices. As set out in its annual Corporate Social Responsibility Report, the Company sets environmental goals and monitors its progress towards their achievement. Should the Company fail to meet consumer demand in this area or otherwise face adverse publicity with respect to the environmental impact of its business practices, its

reputation may be negatively affected which may lead to decreased revenues and a negative impact on financial performance.

Corporate Social Responsibility

The Company has established a framework through which its corporate social responsibility (“CSR”) activities are pursued and has linked commitments to its business plan through five pillars: Respect the Environment; Source with Integrity; Make a Positive Difference in our Community; Reflect our Nation’s Diversity; and Be a Great Place to Work. Operations are reviewed and assessed against these pillars, and performance is reported through vehicles such as an annual CSR Report.

The Company believes that publishing CSR objectives and progress in a public document helps keep colleagues on track and motivated, and enables others to get engaged and involved with our efforts. The Company welcomes this dialogue as a means of building our record of accountability and effecting large-scale positive change.

The Company will issue its fourth CSR Report in 2011.

Food Safety, Public Health and Labelling

The Company is subject to risks associated with food safety and general merchandise product defects. These risks may arise as part of product procurement, distribution, preparation or display, including the development and manufacturing of the Company’s control label products. A majority of the Company’s sales are generated from food products and thus could be vulnerable in the event of a significant outbreak of food-borne illness or other public health concerns related to food products. The occurrence of such events or incidents could result in negative publicity, damage to the Company’s brands and potentially lead to legal claims. In addition, failure to trace or locate any contaminated or defective products may affect the Company’s ability to be effective in a recall situation. Any of these events could negatively impact the Company’s revenues and financial performance

In addition, failure to maintain the cleanliness and health standards at store level, including pest control, may negatively impact revenues and the reputation of the Company.

The Company has an incident management process in place to manage such events, should they occur. The program identifies risks, provides clear procedures for communication to employees and consumers and is aimed at ensuring that potentially harmful products are expeditiously removed from inventory and are not available for sale. The Company also has extensive food safety procedures and training programs which address safe food handling and preparation standards. The Company endeavours to employ current best practices for the procurement, distribution and preparation and display of food products. Also, it actively supports customer awareness of safe food handling and healthy choices. The Company places special focus on applying a safety and quality management system to ensure its control label products meet all food safety and regulatory requirements. The ability of these programs and procedures to address such events is dependent on their successful execution. The existence of these procedures does not mean that the Company will in all circumstances be able to mitigate the underlying risks and any event related to these matters has the potential to adversely affect the Company’s reputation and its financial performance.

Privacy and Ethics

The Company is subject to various laws regarding the protection of personal information of its customers and colleagues and has adopted a Privacy Code setting out guidelines for the handling of personal information. Any failure of the Company to comply with these laws could result in damage to its reputation and negatively affect financial performance. The Company's information systems contain personal information of customers and colleagues. Any failures or vulnerabilities in these security systems or non-compliance with information security standards, including those in relation to personal information belonging to the Company's customers and colleagues, could result in harm to the reputation of the Company and negatively affect financial performance.

Information security risks will also arise in the implementation of the Company's IT strategic plan. The strategic plan includes the upgrading of information security systems to adhere to information security standards by instituting more stringent security system protocols and corporate information security policies. A failure in these information systems or noncompliance with information security standards, including those in relation to personal information belonging to the Company's customers and colleagues, could result in harm to the reputation or competitive position of the Company and could negatively affect financial performance.

The Company has adopted a Code of Business Conduct which colleagues and directors of the Company are required to acknowledge on a regular basis. The Company has in place an Ethics and Business Conduct Committee which monitors compliance with the Code of Business Conduct and determines how the Company can best ensure it is conducting its business in an ethical manner. The Company has also adopted a Vendor Code of Conduct which outlines its ethical expectations to its vendor community in a number of areas, including social responsibility. Any failure of the Company or its vendors to adhere to ethical business conduct policies could significantly affect the Company's reputation and brands and could, therefore, negatively impact the Company's financial performance.

Risks and Risk Management

The Company is committed to establishing a framework that ensures risk management is an integral part of its activities. To ensure the continued growth and success of the Company, risks are identified and managed through an Enterprise Risk Management ("ERM") program. The Board has approved an ERM policy and oversees the ERM program through approval of the Company's risks and risk prioritization. The ERM program assists all areas of the business in managing appropriate levels of risk tolerance by bringing a systematic approach, methodology and tools for evaluating, measuring and monitoring key risks. The results of the ERM program and other business planning processes are used to identify emerging risks to the Company, prioritize risk management activities and develop a risk-based internal audit plan.

Risk is not eliminated through the ERM program. Risks are identified and managed within acceptable risk tolerances. The ERM program is designed to:

- Promote a cultural awareness of risk management and compliance within the Company;
- Facilitate corporate governance by providing a consolidated view of risks across the Company and insight into the methodologies for identification, assessment, measurement and monitoring of the risks;
- Assist in developing consistent risk management methodology and tools across the organization;
- Ensure that resources are acquired economically, used efficiently and adequately protected; and

- Allow the Company to focus on its key risks in the business planning process and optimize financial performance through responsible risk management.

Risk identification and assessments are important elements to the Company's ERM framework. An annual ERM assessment is completed to assist in the update and identification of financial, operational or reputational risks affecting the Company and to effectively prioritize the risks. The annual ERM assessment is primarily carried out through interviews and risk assessments with senior management. Risks are assessed and evaluated based on the Company's vulnerability to the risk and the potential impact that the underlying risk would have on the Company's ability to execute its strategies and achieve its objectives. Risk owners are assigned relevant risks and metrics are developed for the top risks for quarterly monitoring. Each quarter, management provides an update to the Audit Committee of the status of the top risks based on significant changes from the prior quarter, anticipated impacts in future quarters and significant changes in key risk metrics. In addition, the long-term (1-3 year) risk level is assessed in order to monitor potential long term impacts on the risk which may assist in risk mitigation planning activities.

The Internal Audit and Risk Management group manages the ERM program through the development of the risk framework and methodologies, completion of the annual ERM assessment, continuous monitoring of the key risks and quarterly reporting to the Audit Committee. The accountability for oversight of the management of each risk is allocated by the Audit Committee to either the full Board of Directors or to a Committee of the Board. At least once a year, the relevant business owners update the applicable Committee or the full Board of Directors on their risk management activities over the course of the preceding year.

In the normal course of business, the Company is exposed to financial and market risks that have the potential to negatively affect its financial performance. The Company operates with policies and guidelines covering funding, investing, equity, commodity, foreign currency exchange and interest rate management. Policies and guidelines prohibit the use of any financial derivative instrument for speculative purposes.

Some of the operating, financial and reputational risks and risk management strategies are discussed throughout this AIF. A full discussion of risk and risk management strategies is found in the MD&A which is incorporated herein by reference. Any of these risks has the potential to negatively affect financial performance. The Company has risk management strategies including insurance programs, which are intended to mitigate the potential impact of these risks. Although these strategies are designed to minimize these risks, the strategies do not guarantee that the associated risks will be mitigated or not materialize or that events or circumstances will not occur which could negatively affect the Company's financial condition or performance.

Further information on the Company's business can be found in the MD&A. This information is incorporated herein by reference.

CAPITAL STRUCTURE AND MARKET FOR SECURITIES

Share Capital

Loblaw Companies Limited's authorized share capital is composed of Common Shares, First Preferred Shares and Second Preferred Shares, Series A.

Common Shares have voting rights of one vote per Common Share. The holders of Common Shares are entitled, subject to the rights, privileges, restrictions and conditions attaching to any other class of shares of the Company, to receive any dividend declared by the Company and to receive the remaining property of the Company upon dissolution. As at January 1, 2011 there were 280,578,130 Common Shares issued and outstanding. There are an unlimited number of authorized Common Shares.

The First Preferred Shares are entitled to preference over the Common Shares or the shares of any other class ranking junior to the First Preferred Shares with respect to the payment of dividends, and may be given such other preferences over the Common Shares or other shares ranking junior to the First Preferred Shares as may be determined as to the respective series authorized to be issued. The First Preferred Shares of each series rank on a parity with the First Preferred Shares of every other series with respect to priority in payment of dividends and in the distribution of assets in the event of liquidation, dissolution or winding-up of the Company, whether voluntary or involuntary, and the First Preferred Shares of any series may be made subject to redemption. Holders of First Preferred Shares are not entitled to vote unless and until the Company fails to pay in the aggregate eight quarterly dividends on any series of First Preferred Shares. The First Preferred Shares are limited in number to 1,000,000. No First Preferred Shares have been issued or are outstanding.

The Second Preferred Shares, Series A rank after the First Preferred Shares to the extent that there is a conflict between the preferences, priorities and rights attaching to the two classes of preferred shares. They are entitled to preferences over the Common Shares and any other shares of the Company ranking junior to the Second Preferred Shares, Series A, (i) with respect to the priority in the payment of dividends and (ii) with respect to the priority in the distribution of assets of the Company in the event of liquidation, dissolution or winding-up of the Company. Holders of the Second Preferred Shares, Series A are not entitled to vote. On and after July 31, 2013 the Company may redeem the Second Preferred Shares, Series A for cash or may, at its option, convert them into Common Shares on specified terms and conditions. As at January 1, 2011 there were 9,000,000 Second Preferred Shares, Series A outstanding.

Share Trading Price and Volume

Loblaw Companies Limited's Common Shares and Second Preferred Shares, Series A are listed and posted for trading on the Toronto Stock Exchange and trade under the share symbols "L" and "L.PR.A", respectively. The monthly highs and lows and average daily volumes by month for Loblaw Companies Limited's Common Shares and Second Preferred Shares, Series A for 2010 were as follows:

COMMON SHARES

<u>Month</u>	<u>High</u> <u>(\$ per share)</u>	<u>Low</u> <u>(\$ per share)</u>	<u>Average Daily</u> <u>Volume by</u> <u>Month</u> <u>(in shares)</u>
January	\$36.30	\$33.14	354,132
February	\$39.50	\$35.02	501,456
March	\$38.49	\$36.04	493,474
April	\$38.95	\$36.50	362,518
May	\$39.49	\$36.81	372,294
June	\$40.57	\$37.51	302,860
July	\$44.00	\$37.65	360,588
August	\$44.98	\$42.17	310,391

September	\$44.38	\$40.05	439,459
October	\$43.73	\$40.31	315,754
November	\$43.51	\$40.28	266,629
December	\$41.44	\$40.15	233,969

SECOND PREFERRED SHARES, SERIES A

<u>Month</u>	<u>High</u> <u>(\$ per share)</u>	<u>Low</u> <u>(\$ per share)</u>	<u>Average Daily</u> <u>Volume by</u> <u>Month</u> <u>(in shares)</u>
January	\$27.30	\$26.70	8,042
February	\$27.79	\$26.90	19,215
March	\$27.73	\$27.39	6,796
April	\$27.60	\$26.81	7,312
May	\$27.00	\$26.70	7,801
June	\$26.95	\$26.71	13,615
July	\$27.24	\$26.60	8,720
August	\$27.79	\$27.10	5,980
September	\$28.22	\$27.62	9,553
October	\$28.10	\$27.40	5,800
November	\$28.10	\$27.44	5,238
December	\$28.00	\$27.49	2,574

Loblaw Companies Limited's Medium Term Notes ("MTN") are not listed or quoted on a recognized exchange. During the second quarter of 2010, the Company issued \$350 million principal amount of unsecured Medium Term Notes, Series 2-B pursuant to its Medium Term Notes, Series 2 program. The Series 2-B notes pay a fixed rate of interest of 5.22% payable semi-annually commencing on December 18, 2010 until maturity on June 18, 2020. During the second quarter of 2009, the Company issued \$350 million principal amount of unsecured Medium Term Notes, Series 2-A which pay a fixed rate of interest of 4.85% payable semi-annually. The Series 2-A and 2-B notes are subject to certain covenants and are unsecured obligations of the Company and rank equally with all the unsecured indebtedness that has not been subordinated. The Series 2-A and 2-B notes may be redeemed at the option of the Company, in whole at any time or in part from time to time, upon not less than 30 days and not more than 60 days notice to the holders of the notes.

Credit Ratings

In 2009, Dominion Bond Rating Service ("DBRS") and Standard & Poor's ("S&P") changed their overall trend and outlook to 'Stable' from 'Negative'.

During the third quarter of 2010, DBRS reaffirmed the Company's credit ratings and trend. During the fourth quarter of 2010, S&P reaffirmed the Company's credit rating and outlook.

As at February 24, 2011 Loblaw Companies Limited's credit ratings for its securities were as follows:

	<u>Dominion Bond Rating Service</u>		<u>Standard & Poor's</u>	
	<u>Rating</u>	<u>Trend</u>	<u>Rating</u>	<u>Outlook</u>
Commercial Paper	R-2(middle)	Stable	A-2	Stable
Medium Term Notes	BBB	Stable	BBB	Stable
Preferred Shares	Pfd-3	Stable	P-3 (high)	Stable
Other Notes and Debentures	BBB	Stable	BBB	Stable

The rating organizations base the ratings on quantitative and qualitative considerations which are relevant for Loblaw Companies Limited. These ratings are intended to give an indication of the risk that Loblaw Companies Limited will not fulfill its obligations in a timely manner. Credit ratings may not reflect the potential impact of all risks on the value of the securities. These ratings are not recommendations to buy, sell or hold securities and may be subject to revision or withdrawal at any time by the rating organization.

A definition of the categories of each rating has been obtained from the respective rating organization's website and is outlined below:

Dominion Bond Rating Service

Commercial Paper

DBRS' ratings for commercial paper range from R-1 (high) to D. The R-2 (middle) rating is ranked fifth of ten rating categories. Short-term debt rated R-2 (middle) is considered to be of adequate credit quality. The capacity for the payment of short-term financial obligations as they fall due is acceptable. Entities rated R-2 (middle) may be vulnerable to future events or may be exposed to other factors that could reduce credit quality.

Long Term Debt (Medium Term Notes, Other Notes and Debentures)

DBRS' credit ratings for long term debt range from AAA to D. All rating categories other than AAA and D also contain the subcategories "high" and "low". The absence of either a "high" or "low" designation indicates the rating is in the "middle" of the category.

The BBB rating is ranked fourth of ten rating categories. Long-term debt rated BBB is of adequate credit quality. The capacity for the payment of financial obligations is considered acceptable. Entities rated BBB may be vulnerable to future events.

DBRS uses "rating trends" for its ratings in the corporate sector. Rating trends provide guidance in respect of DBRS's opinion regarding the outlook for the rating in question, with rating trends falling into one of three categories - "Positive", "Stable" or "Negative". The rating trend indicates the direction in which DBRS considers the rating is headed should present tendencies continue, or in some cases, unless challenges are addressed. In general, the DBRS view is based primarily on an evaluation of the issuing

entity, but may also include consideration of the outlook for the industry or industries in which the issuing entity operates.

A Positive or Negative Trend is not an indication that a rating change is imminent. Rather, a Positive or Negative Trend represents an indication that there is a greater likelihood that the rating could change in the future than would be the case if a Stable Trend were assigned to the security.

DBRS assigns a rating trend for each security of an issuing entity and it is not unusual for securities of the same entity to have different trends.

Preferred Shares

DBRS' credit rating for preferred shares range from Pfd-1 to D. The Pfd-3 rating is ranked third of six rating categories. Preferred shares rated Pfd-3 are of adequate credit quality. While protection of dividends and principal is still considered acceptable, the issuing entity is more susceptible to adverse changes in financial and economic conditions, and there may be other adverse conditions present which detract from debt protection. Pfd-3 ratings generally correspond with companies whose senior bonds are rated in the higher end of the BBB category.

Standard & Poor's

Commercial Paper

S&P's Canadian ratings for Commercial Paper range from A-1 to D. The A-2 rating is ranked fourth of eight rating categories. Obligations rated A-2 reflect a satisfactory capacity of the obligor to fulfill its financial commitment on the obligation, while exhibiting higher susceptibility to changing circumstances or economic conditions than obligations rated A-1 (Low). Obligations rated A-2 on the Canadian commercial paper rating scale would qualify for a rating of A-2 on S&P's global short-term rating scale.

Long Term Debt (Medium Term Notes, Other Notes and Debentures)

S&P's long-term issue credit ratings range from AAA to D. The BBB rating is ranked fourth of ten rating categories. An obligation rated BBB exhibits adequate protection parameters. However, adverse economic conditions or changing circumstances are more likely to lead to a weakened capacity of the obligor to meet its financial commitment on the obligation. The ratings from AA to CCC may be modified by the addition of a plus (+) or minus (-) sign to show relative standing within the major rating categories.

A S&P's rating outlook assesses the potential direction of a long-term credit rating over the intermediate term (typically six months to two years). In determining a rating outlook, consideration is given to any changes in the economic and/or fundamental business conditions. An outlook is not necessarily a precursor of a rating change or future CreditWatch action. A Negative outlook means that a rating may be lowered whereas a Stable outlook means that a rating is not likely to change.

Preferred Shares

S&P's Canadian scale preferred share ratings range from P-1 to D. The P-3 (high) rating is ranked third of eight rating categories. An obligation rated P-3 (high) is less vulnerable to non-payment than other speculative issues. However, it faces major ongoing uncertainties and exposure to adverse business,

financial, or economic conditions which could lead to the obligor's inadequate capacity to meet its financial commitment on the obligation.

DIVIDENDS

The Company has paid quarterly dividends on its Common Shares for over 50 years. The declaration and payment of dividends and the amount thereof are at the discretion of the Board, which takes into account the Company's financial results, capital requirements, available cash flow and other factors the Board considers relevant from time to time. Over the long-term, the Company's objective is for its dividend payment ratio to be in the range of 20% to 25% of the prior year's basic net earnings per Common Share adjusted as appropriate for items which are not regarded to be reflective of ongoing operations, giving consideration to the year end cash position, future cash flow requirements and investment opportunities.

The Second Preferred Shares, Series A rank after the First Preferred Shares to the extent that there is a conflict between the preferences, priorities and rights attaching to the two classes of preferred shares, and shall be entitled to preferences over the Common Shares with respect to the priority in the payment of dividends. Other than the foregoing, there is currently no restriction that would prevent the Company from paying dividends at current levels. The Second Preferred Shares, Series A entitle the holder to a fixed cumulative preferred cash dividend of \$1.4875 per share per annum which will, if declared, be payable quarterly.

For the past three years, dividends on Common Shares have been declared quarterly in equal amounts. The amount of cash dividends declared in each of the three most recently completed years is as follows:

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Dividends declared per common share	\$0.84	\$0.84	\$0.84
Dividends declared per second preferred share, Series A	\$1.49	\$1.49	\$0.91

Subsequent to year end 2010, the Board of Directors declared a quarterly dividend of \$0.21 per Common Share, payable April 1, 2011 and a quarterly dividend of \$0.37 per Second Preferred Share, Series "A" payable April 30, 2011.

DIRECTORS AND OFFICERS

The following list of Directors and Officers is current to February 24, 2011.

Directors

<u>Name, Province and Country of Residence</u>	<u>Principal Occupation</u>	<u>Director Since</u>
Galen G. Weston ^{1*} Ontario, Canada	Executive Chairman of the Corporation	2006
Allan L. Leighton ¹ Ontario, Canada	Deputy Chairman and President of the Corporation, Deputy Chairman of George Weston Limited	2006

Stephen E. Bachand ³ Florida, United States	Corporate Director	2009
Paul M. Beeston, C.M. ^{2,3} Ontario, Canada	President and Chief Executive Officer, Toronto Blue Jays Baseball Team	2005
Gordon A.M. Currie ⁴ Ontario, Canada	Executive Vice President and Chief Legal Officer of the Corporation and George Weston Limited	2006
Anthony S. Fell, O.C. ^{3*, 4*} Ontario, Canada	Corporate Director	2001
Anthony R. Graham ^{1,3,4} Ontario, Canada	President, Wittington Investments, Limited	1999
John S. Lacey Ontario, Canada	Corporate Director	2007
Nancy H.O. Lockhart, O.Ont. ^{3,5*} Ontario, Canada	Chief Administrative Officer, Frum Development Group	2005
Pierre Michaud, C.M. ⁵ Quebec, Canada	Corporate Director	1999
Thomas C. O'Neill ^{2*} Ontario, Canada	Corporate Director	2003
Karen Radford ⁵ Alberta, Canada	Corporate Director	2008
John D. Wetmore ^{2,4} Ontario, Canada	Corporate Director	2006

1. Executive Committee
2. Audit Committee
3. Governance, Employee Development, Nominating and Compensation Committee
4. Pension and Benefits Committee
5. Environmental, Health and Safety Committee
- * Chairman of the Committee

All directors hold office until the close of the next annual meeting of the shareholders of the Company or until their successors are duly elected or appointed.

Officers

Name, Province and Country of Residence

Principal Occupation

Galen G. Weston
Ontario, Canada

Executive Chairman

Allan L. Leighton
Ontario, Canada

Deputy Chairman and President

Sarah R. Davis
Ontario, Canada

Chief Financial Officer

Gordon A.M. Currie Ontario, Canada	Executive Vice President, Chief Legal Officer
Peter K. McMahon Ontario, Canada	Executive Vice President, Chief Operating Officer
Roland Boudreau Ontario, Canada	Executive Vice President, Special Projects
Jocyanne Bourdeau Quebec, Canada	Executive Vice President, Maxi et Maxi et Cie.
Mark Butler Ontario, Canada	Executive Vice President, Brands
Gordon Chem Alberta, Canada	Executive Vice President, Extra Foods and Superstore, West and Ontario
Barry K. Columb Ontario, Canada	Executive Vice President, Financial Services and President of PC Bank
Grant B. Froese Ontario, Canada	Executive Vice President, Hard Discount/Superstore Division
S. Jane Marshall Ontario, Canada	Executive Vice President, Real Estate and Business Strategy
Judy McCrie Ontario, Canada	Executive Vice President, Human Resources and Labour Relations
Calvin McDonald Ontario, Canada	Executive Vice President, Conventional Division
Sylvain Prud'homme Ontario, Canada	Executive Vice President, Conventional Grocery and Operations
Vince Scorniaenchi Ontario, Canada	Executive Vice President, Fortinos & Fresh Food Development
Robert A. Balcom Ontario, Canada	Senior Vice President and Secretary
Manny J. DiFilippo Ontario, Canada	Senior Vice President, Risk Management and Strategic Initiatives
J. Bradley Holland Ontario, Canada	Senior Vice President, Taxation
Michael Lovsin Ontario, Canada	Senior Vice President, Health and Wellness
Lucy J. Paglione Ontario, Canada	Senior Vice President, Pension and Benefits

Evangelia (Litsa) Popowich Ontario, Canada	Senior Vice President, Controller
Jeremy Roberts Ontario, Canada	Senior Vice President, Finance
Timothy J. Scott Ontario, Canada	Senior Vice President, Loss Prevention and Risk Management
Jason Toledano Ontario, Canada	Senior Vice President, Internal Audit and Enterprise Risk Management
Geoffrey H. Wilson Ontario, Canada	Senior Vice President, Shared Services

As a group, the directors and executive officers of the Company hold approximately 0.17% of the outstanding Common Shares.

All the foregoing directors and executive officers have held their present occupations or other positions with the same or associated companies or organizations for the past five years except: Mr. Allan Leighton, who was Chairman of Royal Mail Group; Mr. Roland Boudreau, who was Senior Vice President, Operations at A&P Canada, and prior to that was Senior Vice President, Operations at Walmart Canada; Ms. Sarah R. Davis who was Vice President, Controller at Rogers Communication Inc.; Mr. Barry K. Columb who was President at CitiCards Canada; Mr. Gordon A.M. Currie, who was Senior Vice President and General Counsel of Direct Energy Marketing Limited; Mr. Michael Lovsin, who was Vice President, Merchandising for Ultra Salon Cosmetics and Fragrance Ltd.; Ms. Judy McCrie who was Vice President, General Manager for Neilson Dairy; Mr. Peter K. McMahon, who was a senior executive at Wal-Mart Europe; Mr. Pierre Michaud, who was President and Director of GVR Capital Inc.; Ms. Litsa Popowich, who was Vice President, Risk Management at Fairmont Raffles Hotels International and prior to that was Vice President, Sarbanes Oxley at Nortel Networks Corporation; Mr. Sylvain Prud'homme, who was President, Sobeys West, Operations and prior to that held positions with Wal-Mart Canada including Senior Vice President, Merchandising and Senior Vice President, Operations; Ms. Karen Radford who was Executive Vice President at Telus; Mr. Jeremy Roberts who held the position of Chief Financial Officer and other senior finance positions at World Color Press Inc. (formerly Quebecor World Inc.); Mr. Vince Scorniaenchi who was President of Medica One Ltd.; Mr. Timothy J. Scott, who held positions at Maple Leaf Foods Inc. including, Vice President, Finance for Maple Leaf Global Foods and prior to that was Vice President, Internal Audit for Maple Leaf Foods Inc. and Canada Bread Company Ltd.; Mr. Jason Toledano who was Vice President, Audit and Risk Management for Bell Canada Enterprises/Bell Aliant Regional Communications; and Mr. John D. Wetmore who was Vice President, Contact Centre Development of IBM Americas and formerly President and Chief Executive Officer of IBM Canada.

Mr. Bachand was a director of Krystal Bond Inc. when it became subject to a cease trade order on April 12, 2002 for failure to file financial statements. Mr. Bachand is no longer a director of Krystal Bond Inc.

Mr. Fell was a director of Teleglobe Inc., a subsidiary of BCE Inc., for a three month period until April 2002. Teleglobe Inc. filed for court protection under insolvency legislation on May 15, 2002.

In December of 1998 Mr. Lacey joined the board of directors of The Loewen Group Inc. and was acting as Chairman when it filed a petition for creditor protection under Chapter 11 of the U.S. Bankruptcy Code and the Companies' Creditors Arrangement Act (CCAA) in June 1999. The Loewen Group Inc. emerged from Chapter 11 in January 2003 and CCAA proceedings in November 2006.

In March of 2006 Mr. Lacey joined the board of directors of Stelco Inc. as a nominee of Tricap Management Limited. Stelco filed for protection under the CCAA in January of 2004 and emerged from those proceedings on March 31, 2006. Mr. Lacey resigned from the board of directors in November of 2006.

Mr. Leighton was a member of the board of directors of Leeds United Football, PLC when that company was subject to administration proceedings.

As director of Research in Motion Limited ("RIM"), Mr. Wetmore was subject to a management cease trade order issued by the Ontario Securities Commission on November 7, 2006 as a result of RIM not having filed its second quarter financial statements for fiscal 2007 before the statutory filing deadline. That order ceased to be in effect as of May 23, 2007 as result of RIM making all of the filings it was required to make pursuant to Ontario securities laws.

LEGAL PROCEEDINGS

The Company is the subject of various legal proceedings and claims that arise in the ordinary course of business. The outcome of all of these proceedings and claims is uncertain. However, based on the information currently available, these proceedings and claims, individually and in the aggregate, are not expected to have a material impact on the Company.

MATERIAL CONTRACTS

The Company has an agreement with its parent and majority shareholder George Weston Limited ("Weston") to provide certain administrative services by each company to the other. The services to be provided under this agreement include those related to commodity management, pension and benefits, tax, medical, travel, information system, risk management, treasury and legal. Payments are made quarterly based on the actual costs of providing these services. Where services are provided on a joint basis for the benefit of the Company and Weston together, each party pays the appropriate portion of such costs. Net payments under this agreement in 2010 were \$16 million. Fees paid under this agreement are reviewed each year by the Audit Committee.

TRANSFER AGENTS AND REGISTRARS

The transfer agent and registrar of the Company is Computershare Investor Services Inc. and they are located in Toronto, Canada.

EXPERTS

The Company's auditors are KPMG LLP, who has prepared the Auditors' Report to Shareholders in respect of its audited annual consolidated financial statements. KPMG LLP is independent of the Company in accordance with the Rules of Professional Conduct of the Institute of Chartered Accountants of Ontario.

AUDIT COMMITTEE INFORMATION

The Audit Committee Charter, as approved by the Company's Board of Directors on February 23, 2011 is included in Appendix A. The members of the Audit Committee are indicated above. All members of the Audit Committee are independent and financially literate (as those terms are defined in Multilateral

Instrument 52-110 of the Canadian Securities Administrators) and have the following education and experience which is relevant to their roles as Audit Committee Members:

Mr. Beeston is an FCA, the CEO of Toronto Blue Jays Baseball Club, and the former President and CEO of Major League Baseball. He received a B.A. from the University of Western Ontario.

Mr. O'Neill is an FCA and former Chairman of PricewaterhouseCoopers Consulting, COO of PricewaterhouseCoopers LLP, Global, and CEO of PricewaterhouseCoopers LLP, Canada. Mr. O'Neill has a Bachelor of Commerce Degree from Queen's University.

Mr. Wetmore is the former President and Chief Executive Officer of IBM Canada. He also held various senior finance positions at IBM Americas. He has a Bachelor of Mathematics from the University of Waterloo and graduated from the Advanced Executive Program at the Kellogg School, Northwestern University.

EXTERNAL AUDIT FEES

The aggregate fees of KPMG LLP for professional services rendered for the audit of the Company's financial statements and other services for the fiscal years 2010 and 2009 are as follows:

	2010 Actual \$(000's)	2009 Actual \$(000's)
Audit fees ⁽¹⁾	2,794	2,399
Audit-related fees ⁽²⁾	1,681	1,128
All other fees ⁽³⁾	1,694	828
(1) Total Fees	6,169	4,355

- (1) Audit fees include fees for services related to the audit of the Corporation's consolidated financial statements.
- (2) Audit-related fees include assurance and related services that are performed by the Corporation's auditor. These services include the review of quarterly reports to shareholders, audit of pension plans, comfort letters and the interpretation of accounting and financial reporting standards.
- (3) Other fees for services related to risk management, internal control/compliance, legislative and/or regulatory compliance, and the Company's conversion to International Financial Reporting Standards.

The Audit Committee charter provides that the Audit Committee shall pre-approve the retaining of the auditor for any non-audit service. The Audit Committee may delegate to one or more members the authority to pre-approve the retaining of the Auditor for any non-audit service to the extent permitted by law.

ADDITIONAL INFORMATION

1. Additional information including directors' and officers' remuneration and indebtedness, principal holders of the Company securities, and securities authorized for issuance under equity compensation plans, where applicable, is contained in the Company's Management Proxy Circular for the Annual Meeting of shareholders to be held May 5, 2011. Additional financial information is also provided in the Company's consolidated financial statements and MD&A for its most recently completed financial year.
2. Additional information has been filed on the System for Electronic Document Analysis and Retrieval (SEDAR) available online at www.sedar.com, and with the Office of the Superintendent of Financial Institutions (OSFI) as the primary regulator for the Company's subsidiary, PC Bank.

The Company's internet address is: www.loblaw.ca