

For Immediate Release
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LCBO AGENCY STORES PROGRAM EXPANDED

20 Small Communities In Southern Ontario Eligible To Sell Beverage Alcohol In Host Stores

QUEEN'S PARK — The Ontario government has approved the expansion of the LCBO agency store program to improve customer service in 20 small communities in southern Ontario, David Caplan, Minister of Public Infrastructure Renewal, announced today.

“The McGuinty government is on the side of working families. That’s why we’re expanding the agency store program to give residents convenient service closer to home,” said Caplan. “The government’s green light to move forward on selecting host retailers in these communities will benefit small and rural communities, while preserving the LCBO’s social responsibility standards.”

The LCBO agency store program permits existing retailers, such as the operator of a grocery store, general store or tourist outfitter, to sell beverage alcohol in conjunction with other goods. New communities are selected based on a number of criteria, such as: local requests for service, improving customer convenience, distance from existing LCBO and Beer Store outlets, at least one suitable host business, and minimal impact on existing LCBO operations and employees.

The 20 eligible communities where the LCBO will be seeking host retailers are: Amberley, Brigden, Castleton, Chaffey’s Lock, Clear Creek, Dashwood, Erieau/Erie Beach, Flesherton/Eugenia, Gobles/Princeton, Lighthouse Cove, Lowbanks/Long Beach, McArthur Mills, McGregor, Melbourne, North Augusta, Oil Springs, Port Franks, Rockton, Walters Falls and White Lake. The new stores are scheduled to open beginning in late 2006 or 2007.

Established in 1962, the LCBO agency store program provides service in rural and remote communities that are too small to support a full-sized LCBO or The Beer Store outlet.

“The LCBO is pleased to be able to provide improved access to its products and services and reduced travel times for rural residents,” said LCBO Acting Chair and CEO Philip Olsson. “Agency store staff will receive the same social responsibility training as LCBO employees and advice on product selection to fit local interests.”

“This business development is great news for local residents and visitors, who will have convenient service right in their own community,” said Caplan. “This new LCBO agency store will boost business in our community by keeping shoppers in the area and help build a stronger local economy.”

The expansion of the agency store program is just one of the ways the McGuinty government is working to provide opportunities for small business and entrepreneurs. Other initiatives include:

- Encouraging strong job creation, with almost 230,000 net new jobs since 2003
- Investing \$400 million this year for road and bridge repair and upgrading particularly in rural municipalities to improve the movement of goods and services
- Investing over \$19 million in rural communities through the Rural Economic Development Program

- 30 -

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