

News Release

EMPIRE
COMPANY LIMITED

115 King Street
Stellarton, NS
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MEDIA ADVISORY

FOR IMMEDIATE RELEASE
August 27, 2010

Empire Company Limited Advisory of Fiscal 2010 Annual General Meeting and Q1 Fiscal 2011 Results Conference Call

STELLARTON, NS – Empire Company Limited (TSX:EMP.A) will hold its Annual General Meeting of Shareholders on Friday, September 10, 2010, at Empire Theatres (Studio 7), Aberdeen Mall, 610 East River Road, New Glasgow, Nova Scotia. The meeting is scheduled to begin at 10:00 a.m. (Eastern Daylight Time).

Media

Please note that cameras will only be allowed in the main meeting room for the first five minutes. Paul Sobey, President & Chief Executive Officer, Empire Company Limited will be available to the media immediately following the meeting (approximately 11:00 a.m. Eastern Daylight Time).

Audiocast of AGM

The event will be available live on the internet via audiocast. To access the audiocast, please visit our website at www.empireco.ca. The audiocast will be archived and available on the Empire website following the event.

Q1 Fiscal 2011 Results Conference Call

Empire Company Limited will hold a conference call on Friday, September 10, 2010, beginning at 1:30 p.m. (Eastern Daylight Time) during which senior management will discuss the Company's financial results for the first quarter of fiscal 2011 ended July 31, 2010.

The dial-in numbers for the conference call are:
(647) 427-7450
(888) 231-8191

A live audiocast of the conference call will be accessible on the Company's website at www.empireco.ca.

Replay will be available until midnight, September 17, 2010, or on the Company's website for 90 days following the conference call. To access the archived conference call, please dial (800) 642-1687 and enter passcode 96522769.

Empire Company Limited (TSX symbol: EMP.A) is a Canadian company headquartered in Stellarton, Nova Scotia. Empire's core businesses include food retailing and related real estate. With over \$15 billion in annual revenue and approximately \$6.2 billion in assets, Empire and its related companies employ approximately 90,000 people, including franchisees and affiliates.

For further information, please contact:

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