

News Release

EMPIRE

COMPANY LIMITED

115 King Street

Stellarton, NS

B0K 1S0

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

June 11, 2010

Empire Company Limited Q4 Fiscal 2010 Results Conference Call

STELLARTON, NS – Empire Company Limited will hold a conference call on Friday, June 25, 2010, beginning at 1:00 p.m. (Eastern Daylight Time) during which senior management will discuss the Company's financial results for the fourth quarter of fiscal 2010 ended May 1, 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, July 2, 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 80871557.

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 \$6.0 billion in assets, Empire and its related companies, including its franchisees and affiliates, employ over 90,000 people.

For further information, please contact:

Paul V. Beesley

Executive Vice President & Chief Financial Officer

Telephone: (902) 755-4440

www.empireco.ca