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Media Advisory: Giant Tiger Raises \$620,000 for the CURE Foundation

OTTAWA, ONTARIO--(Marketwire - Dec. 14, 2011) - After raising \$120,000 the CURE Foundation in 2011, this brings the grand total donated by Giant Tiger so far to \$620,000! The funds are raised through a combination of merchandise and paper icon sales, a Facebook Fan Acquisition campaign, plus participation and support of their annual "National Denim Day" campaign. Giant Tiger has been raising money for the CURE Foundation since 2007.

"We must do whatever is in our power to eradicate this pervasive and deadly disease" says Andy Gross, President and CEO of Giant Tiger Stores Limited. "We feel that allocating funds towards research is a step in the right direction and we will continue to support this initiative along side our customers until we can finally win this fight."

The CURE Foundation is a national foundation that provides funding for basic and clinical research for breast cancer. Their mission is to improve the outcome for those affected by this disease and raise breast cancer awareness. The CURE Foundation has raised and contributed over 21 million dollars in the fight against breast cancer since its inception in 1996.

"Giant Tiger has been an invaluable partner of the CURE Foundation since 2007. Their contribution to the Foundation and its cause, breast cancer, derived from the sale of their innovative merchandising has far surpassed all expectations. We are honored to have been chosen by such a caring member of the Canadian community." Diane Proulx-Guerrera, Founder of the CURE Foundation.

To donate or obtain more information on the CURE Foundation, please go to www.curefoundation.com.

About Giant Tiger:

Giant Tiger is the leading Canadian owned family discount store, providing on trend family fashions, groceries, and everyday needs at low prices that Canadians have come to love and expect. Established in 1961 in Ottawa's Byward Market, the privately held company has grown to over 200 locations across Canada and employs over 7,000 team members. The friendly local stores with the iconic yellow tiger logo are more than an affordable and convenient shopping experience for customers, they help bring communities together. Giant Tiger has a long-standing tradition of supporting surrounding communities. In 2010, Giant Tiger donated more than \$2 million to more than 700 local associations across Canada. For more information about the company, please visit www.gianttiger.com and www.gtboutique.com, or join us on Facebook at www.facebook.com/gianttiger or follow us on Twitter @GTboutique.