

Press Release

GINGER BEEF CORPORATION

Expands Ready-to-Eat Pre-Packaged Chinese Food Product Line

October 5, 2004

Ginger Beef Corporation (the "Corporation") (TSX Venture – "GB") is pleased to announce that it has expanded its ready-to-eat pre-packaged Chinese food entree lineup. Based on the program's current success and market potential, the company's retail customers saw the opportunity and decided to add more exciting Ginger Beef products. As the result, the company will start to ship various sizes of its new Beef with Broccoli, Gourmet Combo, and Vegetable Spring Rolls entrees to suit their different customers' formats this week. Furthermore, the company plans to promote the new items to its remaining retail and prospective customers. The new products are projected to add another 20%-25% in revenue to the company's existing ready-to-eat pre-packaged entrée program.

"We are very excited about adding more ready-to-eat entrees to our product lineup. The new vegetable dishes are an excellent complement to our current program as it gives consumers more selection to create a balanced meal solution. As we continue to move forward, we will actively improve our menu and adapt our products with current food trends. We see fusion foods as the next big trend for our products", says Stanley Leung, President and CEO.

The company anticipates that its diverse ready-to-eat pre-packaged product lineup will provide more opportunities for growth especially when we are opening the Eastern Canadian market. With the September 28, 2004 announcement of the company being selected by a retailer, The North West Company Inc., to supply pre-packaged ready-to-eat entrees to the grocery chain's Northern banner, Ginger Beef continues to target more quality customers across Canada. Tracing its roots back to the first trading post in North America and later amalgamated with the Hudson's Bay Company to create a fur trading monopoly, the Winnipeg-based retailer is the leader of food and everyday products and services to northern communities across Canada and Alaska. "With their long successful history and mandate to further increase their food sales, The North West Company is another quality customer that we are very excited to work with", says Ted Yan, Vice-President of Business Development.

All Ginger Beef products follow the highest quality and safety standards established by the Canadian Food Inspection Agency and use only meat inspected by this Agency.

About The North West Company Inc.

The North West Company Inc. (NWC) is the leading retailer of food and everyday products and services to northern communities across Canada and Alaska. NWC operates 182 stores under a number of trading names, including Northern, NorthMart, Giant Tiger and AC Value Center, and provides catalogue shopping services through its Selections catalogue in northern Canada.

About Ginger Beef Corporation

Ginger Beef Corporation is a food company based in Calgary, Alberta. It is a public company listed on the TSX Venture Exchange. Through two wholly owned subsidiaries, Ginger Beef Express Ltd. and Ginger Beef Choice Ltd., Ginger Beef franchised a number of take out /delivery service restaurants in Alberta and produces a number of frozen or ready to serve deli Chinese food products. The Corporation's manufacturing facility is certified and licensed by the Canadian Food Inspection Agency as a federally regulated plant and therefore, all products manufactured can be shipped to all provinces and territories in Canada.

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