

LAURACANADA

FOR IMMEDIATE RELEASE

LAURA CANADA INC. SETS GOAL OF \$100,000 IN SUPPORT OF BREAST CANCER AWARENESS MONTH

Montreal, Quebec - September 29, 2005 - This October, Laura Canada Inc., a national Canadian women's retailer, has set a goal of raising \$100,000 to support Canadian Cancer Society breast cancer research and support programs. To reach this goal, Laura Canada will be offering the Laura Signature "Wrapped with Love" bracelet with organza keepsake pouch from October 1 to October 31 for \$5 at all Laura, Laura Petites, Laura Plus and Laura Superstores. One hundred per cent of the \$5 purchase price (excluding applicable taxes) will be donated to the Canadian Cancer Society. To heighten breast cancer awareness, Laura Canada will also provide customers with up-to-date breast health information by distributing the Canadian Cancer Society's information brochure, "Breast self-examination: What you can do" during October. Since 1998, Laura Canada has raised over \$1.1 million dollars for Canadian Cancer Society breast cancer research and support programs.

The Laura Signature "Wrapped with Love" bracelet was designed and developed specifically in support of Breast Cancer Awareness Month. Featuring pretty pink glass beads, a stylized 'L' and designer inspired toggle clasp, this bracelet makes the perfect gift for friends, family and loved ones. To add to the bracelet's gift giving appeal, the bracelet comes with a silver organza keepsake pouch.

"We set the goal of \$100,000 based on the tremendous success of our Laura Signature 2 in 1 tote bag promotion offered last September and October in support of the Canadian Cancer Society's breast cancer research and support programs," says Genny Iannucci, Public Relations Manager, Laura Canada Inc. A corporate leader in the fight against breast cancer, Laura Canada has been raising funds and awareness for the Canadian Cancer Society since 1998. Funds are primarily raised through a national, year round in-store initiative, the Laura Privilege card program. A percentage of the purchase price of every Laura Privilege card (a customer loyalty program that offers a 10 per cent discount on all purchases at Laura, Laura Petites, Laura Plus and Laura Superstores) and Laura Privilege renewal card sold is donated to breast cancer research and support programs. Laura Canada is also a proud supporter of the Canadian Cancer Society Relay For Life and was honoured this past spring with the Canadian Cancer Society's Special Recognition Award for its ongoing commitment to the Society.

Laura Canada Inc. (www.lauracanada.com) is a privately owned Canadian company with 138 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

The Canadian Cancer Society is a national community based organization of volunteers whose mission is to eradicate cancer and improve the quality of life of people living with cancer. When you want to know more about cancer, visit www.cancer.ca or call the Society's toll-free bilingual Cancer Information Service at 1 888 939-3333.

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Contact: Genny Iannucci, Public Relations Manager, Laura Canada Inc.

Tel: 1 (877) 256-6149 Ext. 228 E-mail: genny.iannucci@laura.ca Fax: (905) 272-8301