

FOR IMMEDIATE RELEASE

***LAURA CANADA AIMS AT SURPASSING \$1.4 MILLION IN TOTAL FUNDS RAISED
IN SUPPORT OF BREAST CANCER RESEARCH AND SUPPORT PROGRAMS***

Montreal, Quebec – September 22, 2006 – Laura Canada, a national Canadian women’s retailer, has set a goal to surpass \$1.4 million dollars by October 31, 2006 in total funds raised since 1998 to support Canadian Cancer Society breast cancer research and support programs. To achieve this goal, Laura Canada will be offering the Laura Signature “Wrapped with Love” pashmina from September 25 to October 31 for \$15 (plus applicable taxes) at all Laura, Laura Petites, Laura Plus and Laura Superstores across Canada. Five dollars from every “Wrapped with Love” pashmina sold 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 Health: What you can do” during the fund raising campaign. Since 1998, Laura Canada has raised over \$1.3 million dollars for Canadian Cancer Society breast cancer research and support programs.

The Laura Signature “Wrapped with Love” pashmina is the second item, within the “Wrapped with Love” series of products, offered by Laura Canada in support of Breast Cancer Awareness Month. Available in an eye-catching shade of pink enhanced with a subtle sheen, the “Wrapped with Love” pashmina is luxuriously soft, measures 28” by 74”, is 100% viscose and features hand knotted fringes. It’s the perfect gift to give yourself or someone you hold dear while showing your support for this most important cause. It’s also the ideal way to keep you fabulously chic and warm in the cooler months ahead.

“Our goal is to raise \$125,000 from the sale of the “Wrapped with Love” pashmina during our fund raising campaign running September 25 to October 31,” says Genny Iannucci, Public Relations Manager, Laura Canada. “Last year’s “Wrapped with Love” fundraising item, a beautiful pink glass bead bracelet, was a huge success with over \$110,000 raised and donated in support of the Canadian Cancer Society’s breast cancer research and support programs,” Iannucci continues.

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 in 2005 with the Canadian Cancer Society’s Special Recognition Award for its ongoing commitment to the Society.

Laura Canada (www.lauracanada.com) is a privately owned Canadian company with 145 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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