

FOR IMMEDIATE RELEASE

***CANADIAN WOMEN'S RETAILER LAURA CANADA
OPENS LAURA/LAURA PETITES STORE IN SUDBURY***

Montreal, Quebec – August 15, 2007 – The fashion scene in Sudbury, Ontario is about to get an exciting new addition as national women's retailer Laura Canada opens a Laura/Laura Petites double concept store in New Sudbury Centre, 1349 Lasalle Boulevard, Sudbury, Ontario on Thursday, August 16, 2007. The Laura/Laura Petites double concept store is the first store that the national retailer has opened in Sudbury and will offer fashions from Laura and Laura Petites.

Targeting women 35 plus, the assortment in the New Sudbury Centre will include career separates (both contemporary and updated classics), all the layering pieces to match, casual wear, coats, special occasions dresses and accessories. Collections will feature brands such as Conrad C., Proportion Petite, Louben, Jones New York, Utex, Nuage and Novelti as well as exclusive private labels including Laura Studio and Studio Petites.

To launch the new store, a grand opening celebration is planned from August 16 to August 23, 2007. Included in the celebrations will be a draw for a chance to win one of two \$250 Laura fashion certificates.

Laura Canada (www.lauracanada.com) is a national women's retailer with over 140 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

-30-

Contact: Genny Iannucci, Public Relations Manager, Laura Canada Inc.
genny.iannucci@laura.ca
Tel: 1 (877) 256-6149 Ext. 3228, Fax: (905) 272-8301