

FOR IMMEDIATE RELEASE

LAURA COMES TO LANGLEY

Toronto, Ontario – April 18, 2008 – The fashion scene in Langley, British Columbia is about to get an exciting new addition as national women’s retailer Laura Canada, gets set to open a Laura superstore in RioCan Langley Centre, 20015 Langley By-Pass, Langley, British Columbia on Wednesday, April 23, 2008. This opening marks two firsts for Laura Canada: the new store will be Laura Canada’s first superstore in British Columbia and for the first time, fashions from Laura Plus and Laura Plus Petites will be available in British Columbia.

Visitors to the new Laura superstore will be impressed by the quality and depth of the selection offered. Targeting women 35 plus, the Laura superstore will offer fashions from Laura (regular sizes 4-16), Laura Petites (sizes 2-16 proportioned for women 5’4” and under), Laura Plus (plus sizes 14-24) and Laura Plus Petites (plus sizes 14-24 proportioned for women 5’4” and under) all under one roof. At over 10 000 square feet, the store will feature complete collections of contemporary and moderately priced suiting, business separates, special occasion dresses, prom and day dresses, casual options as well as accessories from handbags to jewellery, hose, hats, scarves and sunglasses making it a true one-stop shopping destination. Collections will include the exclusive Laura, Laura Petites, Laura Plus and Laura Plus Petites private label designs as well as brand and designer labels.

To launch the new Laura superstore, a grand opening celebration is planned from April 23rd to April 30th, 2008. Included in the celebration will be a draw for a chance to win one of three \$250 Laura fashion certificates as well as a gift with purchase.

Laura Canada (www.lauracanada.com) is a national Canadian women’s retailer with over 145 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

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