

For Immediate Release

MELANIE LYNE

NATIONAL WOMEN'S FASHION RETAILER MELANIE LYNE COMES TO CONESTOGA MALL

Toronto, Ontario - April 3, 2009 - On April 9, 2009, Melanie Lyne, a premier fashion destination and division of leading women's fashion retailer, Laura Canada, opens a new store in Conestoga Mall (550 King Street North, Waterloo, Ontario). The new Melanie Lyne store in Conestoga Mall is one of two new Melanie Lyne stores to open in Ontario in 2009.

Specializing in career wear, day to evening dresses, casual wear and accessories, Melanie Lyne offers contemporary fashions styled and interpreted with a sophisticated twist - everything you need to get you through the week in style! The collections are available in sizes 2-16 and feature quality fashions that are current and fashion right, including the exclusive Melanie Lyne private label, designer fashions and better brand labels such as Jones New York, Louben, D-One, Vex, Simon Chang, Spanner, Nine West dresses, Jones New York dresses, Jessica McClintock, Scala, Adrianna Papell, Suzi Chin and Maggy London.

To celebrate this exciting opening, an in-store contest for a \$250 Melanie Lyne gift card will run from April 9, 2009 until April 16, 2009. In addition, Melanie Lyne will be offering gifts with purchase from the exclusive Melanie Lyne signature collection, while quantities last.

Melanie Lyne (www.melanielyne.com) is a division of national women's retailer Laura Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. Laura Canada operates over 140 stores across Canada. There are 41 Melanie Lyne stores nationwide.



Fuchsia, brown and pink sleeveless blouson top, \$85.00.
White wide-leg pant, \$125.00.
Sunglasses with metal arm detail, \$20.00.
White epoxy bangle with crystal detail, \$32.00.

Items available at
Melanie Lyne,
Conestoga Mall
www.melanielyne.com
1 (877) 973-6090



Gold portrait collar jacket, \$195.00.
Gold knee-length skirt, \$145.00.
White and brown patent striped tote, \$110.00.
Gold, brown and cream bangles, \$26.00.
Filigree dangle earrings, \$15.00.

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Multi-coloured sleeveless floral print satin dress, \$195.00.

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