

**FOR IMMEDIATE RELEASE**

**LAURA PLUS COMES TO SUDBURY**

**Montreal, Quebec – August 27, 2008** – Canadian women’s retailer, Laura Canada, is bringing Laura Plus to Sudbury. A leader in women’s fashion, Laura Canada opened its first store in Northern Ontario in August 2007, introducing a Laura/Laura Petites double concept store to the New Sudbury Centre, 1349 Lasalle Boulevard, Sudbury, Ontario. The success of this store coupled with customer interest for plus size fashions, prompted the retailer to expand its store in New Sudbury Centre to include the Laura Plus concept.

The new Laura/Laura Petites/Laura Plus triple concept store, scheduled to open on Friday, August 29, 2008, will offer on-trend, quality fashions in regular, petite (proportioned for women 5’4” and under) and with the new expansion, plus (plus sizes 14 – 24) and plus petite sizes (plus sizes 14 – 24 proportioned for women 5’4” and under) all under one roof. “That makes for real shopping convenience,” states Genny Iannucci, Public Relations Manager, Laura Canada. “With a broad range of sizes that span from size 2 – 24, petite as well as regular proportioned garments and an assortment that includes complete departments of career suiting and separates, casual wear, coats, special occasion dresses and accessories, the new triple concept store will offer customers a fashion destination that not only meets all of their wardrobe needs but also addresses their specific fit requirements,” continues Iannucci. Customers will also enjoy a full selection of prestige brands that include the exclusive Laura private label collections: Laura, Laura Petites, Laura Plus, Laura Plus Petites, as well as Louben, Jones New York, Evan Picone, Conrad C, Proportion Petite and Utex.

A grand opening celebration, to launch the new store, is planned beginning August 29, 2008. Included in the celebrations will be a gift with purchase for the first 500 customers.

Laura Canada ([www.lauracanada.com](http://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  
genny.iannucci@laura.ca  
Tel: 1 (877) 256-6149 Ext. 3228, Fax: (905) 272-8301