

FOR IMMEDIATE RELEASE

**LAURA CANADA HONOURS 10 YEAR PARTNERSHIP WITH
THE CANADIAN CANCER SOCIETY
WITH AN EVENING OF CELEBRATION AND FASHION**

Montreal, Quebec–November 19, 2008 – On Tuesday, November 18, 2008 Laura Canada hosted an evening of celebration and fashion in honour of its 10th year of partnership with the Canadian Cancer Society in the fight against breast cancer. The event, held at the Laura Petites/Laura/Laura Plus store in Rockland Centre T.M.R., was a tremendous success with more than 200 guests in attendance including Laura Privilege card customers, representatives from the Canadian Cancer Society, special guests and members of the media. A cheque presentation to the Canadian Cancer Society on behalf of Laura Canada and an exciting Holiday 2008 and Spring 2009 preview fashion show highlighted the evening.

Partners in the Fight Against Breast Cancer

Laura Canada has been a proud supporter of the Canadian Cancer Society since 1998. On November 18, Mr. Kalman Fisher and Mrs. Melanie Fisher, Presidents of Laura Canada, presented the Canadian Cancer Society with a commemorative cheque in the amount of \$1,670,000.00 representing total funds contributed since 1998 in support of Canadian Cancer Society-funded breast cancer research and support programs. On hand from the Canadian Cancer Society to receive the cheque was Ms. Lesley Ring, Director Corporate Development and Mr. Alain Deschamps, Director Western Regions and *Relay For Life*.

Following an elegant cocktail reception, the 200 plus guests enjoyed a dynamic fashion show.

The Holiday 2008 Collection – Ready.... Set.... Celebrate!

It's time to celebrate! Laura, Laura Petites and Laura Plus have the fashions and accessories women want for the festive season. Unapologetically feminine, this season's holiday pieces are high on glamour, colour and eye-catching details. From decadent splashes of sequins and beading on layering pieces, to sumptuous velvet tops, flattering stretch charmeuse and taffeta cocktail dresses, the always right LBD, glorious jewel tone dresses and knits, (think ruby red, emerald green, sapphire blue and purple) to feminine taffeta and sensuous satin blouses, Laura's holiday collections ensure you'll look your very best at any festive fête! Complete your ensemble with striking crystal jewels, a bold chunky gem cocktail ring and a jewel embellished satin clutch for extra evening drama.

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The Spring 2009 Collection – Well Travelled Style!

Let Laura, Laura Petites and Laura Plus take you on a fashion journey in Spring 2009. Inspired by the fashion cities of the world, Laura's Spring 2009 collections draw on the pulse and colours of these cosmopolitan centres.

Our fashion itinerary begins with the vibrant 'Port of Venice' fashion collection arriving in-stores in mid to late January. Jetting across the Atlantic, the 'New York Cosmopolitan' collection shakes and stirs the February blues with urban tailoring in cool neutrals. Nonchalant elegance with a subtle bohemian vibe captures the spirit of the 'Sunset in Paris' collection available in mid-March. And a stop over in Amsterdam, just in time to see the tulips in bloom, hints of the beautiful palette available at Laura, Laura Petites and Laura Plus in March.

Laura Canada (www.lauracanada.com) is a privately owned Canadian company with over 140 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 the eradication of cancer and the enhancement of 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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