

FOR IMMEDIATE RELEASE
MEDIA ADVISORY

LAURA CANADA INC. HONOURED WITH CANADIAN CANCER SOCIETY'S
SPECIAL RECOGNITION AWARD

Laval, Quebec – June 14, 2005 – Canadian women's retailer, Laura Canada Inc., will be honoured with the Canadian Cancer Society's Special Recognition Award on Friday, June 17, 2005 at 7 PM at Le Centre de la Nature (901 avenue du Parc, Laval, Quebec). As the only national company in Canada to receive the Special Recognition Award this year, the award recognizes Laura Canada's dedication to the fight against breast cancer. Since 1998, Laura Canada, with the support of its customers, has taken up this cause and has raised more than \$1.1 million for Canadian Cancer Society breast cancer research and support programs. The decision to grant a Special Recognition Award is made by the National Council of the Canadian Cancer Society and honours individuals and organizations who have made outstanding contributions to the mission of the Canadian Cancer Society.

The award will be presented during the opening ceremonies of the Canadian Cancer Society Relay For Life event taking place at Le Centre de la Nature, Laval. Relay For Life is an overnight non-competitive fund-raising relay that celebrates cancer survivors and pays tribute to the lives of loved ones. All funds raised by the participants are donated to the Canadian Cancer Society to fund leading-edge cancer research in Canada and to support community services that help people living with cancer. Laura Canada will be represented by four corporate teams at the Laval event on June 17 and seven corporate teams at the Toronto event (E.T. Seton Park) taking place on June 24. The 11 Laura corporate teams are expected to raise over \$30,000 for Relay For Life.

Accepting the award on behalf of Laura Canada will be; Mr. Kalman Fisher and Mrs. Melanie Fisher, Presidents of Laura Canada, Maria Madonis, Marketing Director and Genny Iannucci, Public Relations Manager. Extending the honour on behalf of the Canadian Cancer Society will be; Marc Genereux, Member, National Board of Directors, Lesley Ring, National Director, Corporate Development, and Louise Guilmain, Regional Coordinator.

Laura Canada Inc., (www.lauracanada.com) is a privately owned Canadian company with 137 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne with its national corporate office in Laval, Quebec.

The Canadian Cancer Society is a national community based organization of volunteers whose mission is to eradicate cancer and improve 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.

DATE: Friday, June 17, 2005

PLACE: Le Centre de la Nature
901 avenue du Parc, Laval (between St. Martin and De la Concorde - just off highway 25)
Main stage (chalet principal)

TIME: 7:00 PM Survivors' Victory Lap - Special Recognition Award presentation to immediately follow.
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