



LAURA SUPERSTORE OPENS IN VAUDREUIL-DORION

Montreal, Quebec - March 18, 2009 - The fashion scene in Vaudreuil-Dorion is about to get an exciting new addition as Laura Canada, a national women's retailer, opens a Laura superstore in Mega Centre Vaudreuil, 3180 boulevard de la Gare, Vaudreuil-Dorion, Quebec, on Thursday, March 19, 2009. Since 1930, Laura Canada has been a true Canadian retail success story. From a single store on St. Hubert Street, Montreal, Laura Canada now operates over 140 locations across Canada with stores in Quebec, Ontario, Nova Scotia, Manitoba, Alberta and British Columbia. This is the first Laura superstore to open in Vaudreuil-Dorion and this new expansion allows for the creation of 3 full-time and 9 part-time positions at store level.

Customers of the new Laura superstore in Mega Centre Vaudreuil will meet all of their fashion needs with ease thanks to the exceptional quality, size selection, fit and depth of product offered. Targeting women 35 plus, the Laura superstore will feature 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). At over 9,000 square feet, the store will offer updated and moderately priced suiting pieces, business casual and weekend wear, day to evening dresses, coats and a full assortment of accessories from stylish handbags to dazzling jewellery, hosiery, hats and scarves making the new location a true one-stop shopping destination for all occasions. Collections will include the exclusive Laura, Laura Petites, Laura Plus and Laura Plus Petites private label collections as well as brand and designer labels.

To launch the new Laura superstore, a grand opening celebration will be held. Customers visiting the new location will have the chance to win one of three \$250 gift cards (contest runs from March 20 to March 27, 2009) and will also receive the fashionable and functional Laura Lunch Tote and a Laura Signature pen as gifts with purchase (beginning March 19, 2009) while quantities last.

Laura Canada (www.lauracanada.com) is a national Canadian women's retailer with over 140 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.



Silver ¾ sleeve shawl collar jacket, \$195.00.
 Silver straight skirt, \$110.00.
 Short sleeve, empire waist, botanical print top, \$75.00.
 Black and white epoxy necklace, \$20.00.
 Black and white epoxy bangle, \$24.00.

Items available at Laura superstore,
 Mega Centre Vaudreuil
www.lauracanada.com
 1 (877) 973-6090



Sapphire belted jacket with ruched collar, \$155.00.
 Sapphire sleeveless v-neck top, \$55.00.
 Black denim pant with lurex, \$85.00.
 Large geometric link necklace, \$30.00.
 Blue textured patent tote, \$62.00.

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Black dress with ribbon tie at bust, \$175.00.
 Filigree earrings with crystals, \$26.00.

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The Laura Lunch Tote will be offered at Laura superstore, Mega Centre Vaudreuil as a gift with purchase (while quantities last) beginning March 19, 2009.