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## LAURA CANADA'S LARGEST STORE TO OPEN IN ALBERTA

**Montreal, Quebec – August 6, 2009** – Laura Canada, a leading national women's retailer, opens its largest location to date with the opening of a Laura Superstore in CrossIron Mills, 261055 CrossIron Blvd., Rocky View, Alberta on Wednesday, August 19, 2009. At 20 000 square feet, the new Laura Superstore in CrossIron Mills has the distinction of being Laura Canada's largest store as well as being the first location to have an integrated but independent Dress Salon within the store. A 'store' within the store, the Dress Salon, at approximately 3 000 square feet, will provide customers with an impressive and extensive selection of day to evening dresses. From the perfect dress to take you from 9 to 5, to the carefree vacation or weekend option, to the ultimate special occasion dress, the unique Dress Salon will offer dresses that fit, flatter and please across its Laura, Laura Petites, Laura Plus and Laura Plus Petites divisions. The new CrossIron Mills location also brings approximately 75 employment opportunities to the region.

Targeting women 35 plus, the Laura Superstore in CrossIron Mills will feature fashions from Laura (regular sizes 4-18), 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). Recognized for delivering exceptional quality, superior fit and size selection as well as depth of product, Laura Superstores make it effortless for customers to meet all of their fashion needs with ease. In addition to the notable dress selection, the store will also offer updated and moderately priced suiting pieces, business casual and weekend wear, coats and a full assortment of accessories from stylish handbags to dazzling jewellery, hosiery, hats and scarves making the store 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.

Laura Canada ([www.lauracanada.com](http://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.

# Laura

LAURE PETITES LAURE LAURE PLUS



Black tiered dress with gold lace straps and bust, \$210.00.  
Cluster dangle earrings, \$16.00.  
Items available at Laura Superstore,  
CrossIron Mills.  
[www.lauracanada.com](http://www.lauracanada.com)  
1-877-973-6090



Purple belted coat, \$195.00.  
Plum pageboy hat with round buckle detail, \$20.00.  
Black ruched leather gloves, \$40.00.  
Items available at Laura Superstore,  
CrossIron Mills.  
[www.lauracanada.com](http://www.lauracanada.com)  
1-877-973-6090



Yellow twill jacket, \$195.00.  
Black contour waist pant, \$100.00.  
Double front pocket tote, \$52.00.  
Wide epoxy bracelet, \$16.00.  
Epoxy hoop earrings, \$16.00.  
Items available at Laura Superstore,  
CrossIron Mills.  
[www.lauracanada.com](http://www.lauracanada.com)  
1-877-973-6090

For additional information, visual material and/or samples contact:  
Brenda Wilson – Vice-President, Marketing, Laura Canada  
1 (877) 973-6090 Ext. 2394 [brenda.wilson@laura.ca](mailto:brenda.wilson@laura.ca)