

FOR IMMEDIATE RELEASE

MELANIE LYNE COMES TO WINDSOR

Montreal, Quebec – September 5, 2007 – The fashion scene in Windsor is about to get an exciting new addition as Melanie Lyne, a division of national women’s retailer Laura Canada, gets set to open its doors in Devonshire Mall, 3100 Howard Avenue, Windsor, Ontario on Sunday, September 9. The new Melanie Lyne store is the first for Windsor and will offer a distinctive collection of designer and exclusive private labels in sizes four to sixteen.

Targeting women 35 plus, Melanie Lyne offers the key trends of the season, styled and interpreted with their clientele in mind. “The Melanie Lyne customer is looking for quality, on-trend fashions that have a sophisticated edge and offer a great fit. She truly enjoys fashion and wants pieces that will get her through the week in style, whether she’s heading to the office, attending a special event, taking the kids to a hockey practice, vacationing or simply enjoying the weekend,” says Genny Iannucci, Public Relations Manager for Laura Canada.

Visitors to the new store will be impressed by the quality and depth of the selection offered. The store will feature complete collections of career wear including suiting and business separates, special occasion dresses and separates, coats, weekend options as well as an impressive selection of accessories. Designer brands will include Jones New York, Louben, D’Oraz, Vex, A.K. Anne Klein, Simon Chang, Nine West, Frank Lyman, Scala, Suzi Chin, Jessica McClintock, Adrianna Papell, Hilary Radley as well as exclusive private labels: Melanie Lyne and ML Exclusive.

To launch the new store, a grand opening celebration is planned from September 9 to September 16. Included in the celebration will be a draw for a chance to win a \$250 Melanie Lyne fashion certificate as well as a gift with purchase.

Melanie Lyne (www.melanielyne.com) is a division of Laura Canada, a national Canadian women’s retailer with 143 stores across Canada. Laura Canada operates under the banners of Melanie Lyne, Laura, Laura Petites and Laura Plus. There are 34 Melanie Lyne stores across Canada with 3 additional Melanie Lyne stores slated to open later this fall.

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