

FOR IMMEDIATE RELEASE

***LAURA II OPENING IN LIME RIDGE MALL
BENEFITS BREAST CANCER RESEARCH***

Hamilton, Ontario – September 11, 2001 - Laura II, Canada's premiere destination for plus size fashions, is coming to Hamilton on September 15, 2001. Set to open in Lime Ridge Mall, 999 Upper Wentworth St., Hamilton, this new fashion destination will offer uncompromising style and selection for the specialty size customer.

Laura II, a division of Laura Canada Inc., came onto the fashion scene in 1995 and has since opened 26 stores across Canada. Specialists in fashions in plus sizes 14 – 24, Laura II breaks the stereotypes for plus size dressing and offers fashion forward options and revamped classics for work, weekend and special occasions. You'll also find a great selection of coats and accessories in each of their stores. Better brand and designer labels that include Louben, D'Oraz, JNY, Nygard, Conrad C, Algo and Onyx Nite are just some of the well respected, quality labels you'll find at Laura II. Laura II also offers a much needed category of sizing - petite plus fashions - fashions that are specifically proportioned for women 5'4" and under in plus sizes 14 –24.

To launch the new Laura II store, a grand opening celebration has been planned for September 15 to September 23. Included in the celebration will be a fund raising effort in support of the Canadian Cancer Society that will see 5% of sales on September 20th and 21st being donated to the Canadian Cancer Society for breast cancer research and support programs. This fund raising effort will also be extended to Laura and Laura Petites, Lime Ridge Mall. A fall 2001 top trends workshop, hosted by Anne Parry, Laura II Merchandise Manager, as well as a fall makeup workshop hosted by Estee Lauder will also take place in the Laura II store on Saturday, September 22 at 1:00 PM.

Laura Canada Inc., is a privately owned Canadian company with 150 locations across Canada. The company prides itself in providing customers with quality products, an extensive selection and exceptional customer service. Laura Canada operates under the banners of Laura, Laura Petites, Laura II, Melanie Lyne and Finds.

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