

FOR IMMEDIATE RELEASE

PROM PERFECTION IN PLUS SIZES

Montreal, Quebec – February 14, 2003 – Laura Plus, a division of national retailer Laura Canada Inc., will be offering an exciting and extensive collection of prom gowns in plus sizes 14 – 22 this spring. “Every young woman, regardless of her size wants to look magical for prom,” says Anne Parry, Merchandise Manager for Laura Plus. “We’ve put together a collection of truly special, memorable, show stopping gowns, for the plus size young woman that are perfect for prom.”

Laura Plus, formerly known as Laura II, came onto the fashion scene in 1995. With locations in Ontario, Quebec and Alberta, the Laura Plus merchandise mix primarily features modern edge career separates, special occasion options and outerwear for the career customer. Prom fashions have gradually been added to the mix, with this year’s collection being the most extensive and comprehensive.

“We’ve been able to source and develop gorgeous gowns from quality vendors such as Lori Ann, Algo, and Onyx Nite, that will capture the imagination of today’s young woman,” continues Parry. With so few retailers catering to the needs of this young customer, the prom collections at Laura Plus will be a welcome addition and are sure to be met with enthusiasm.

Prom fashions along with prom perfect accessories will begin arriving to select Laura Plus stores in Toronto, Mississauga, London, Burlington, Windsor, Ottawa, Montreal, Quebec City, Calgary and Edmonton in late February. For more information visit www.lauracanada.com.

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