



**FOR IMMEDIATE RELEASE**

## **LE CHÂTEAU STEPS OUT IN STYLE**

**CANADA'S LEADING FASHION RETAILER OPENS FIRST FULL CONCEPT SHOE STORE**

**MONTREAL, MARCH 24, 2006 / CNW/ Le Château (TSX: CTU.SV.A)** -- On a mission to fortify its strength as a lifestyle brand and a one-stop shopping destination, Le Château opens its first full concept shoe store today in Place Laurier, its Quebec City flagship store. Renovations are occurring at strategic Le Château stores across the country incorporating the new full concept shoe stores, which will feature adjacent separate mall entrances to the boutiques featuring its growing and varied footwear collections.

"We can't think of a better mall than Place Laurier to introduce our newest full concept shoe store. It's the fashion heartbeat of Quebec City," says Franco Rocchi, Senior Vice-President of Sales and Marketing. "Le Château's full concept shoe stores will enhance the customer shopping experience by enabling them to more conveniently shop for head-to-toe fashions in one location." The Place Laurier store is the first step towards growing Le Château's footwear offering in many of their stores. Thirty (30) stores across the country have already expanded their in-store shoe departments to include collections of sophisticated, runway-worthy looks, some in genuine leather, that coordinate perfectly with Le Château's fashion collections.

With footwear at the forefront of Le Chateau's enduring commitment to superior design and quality, the retailer has plans for ten (10) more full concept shoe stores to open in the near future. Incorporating footwear within its other market segments including ladieswear, menswear and accessories further reinforces Le Château as the quintessential lifestyle brand.

# # #

Le Château is a leading Canadian specialty retailer offering contemporary fashion apparel, accessories and footwear to style-conscious women and men. Le Château's success is built on quick identification of and response to fashion trends through its design, product development and vertically integrated operations. Le Château brand name merchandise is sold exclusively through our 187 retail locations. All stores are in Canada, except for five locations in New York City and the surrounding area.

**For further information & interviews:**

Rachelle Stark, GA & Associates  
514-933-2736

Cara Vogl  
Public Relations Director, Le Château, Inc.  
514-738-7000 x1493