



LAURENTIAN BANK
OF CANADA

PRESS RELEASE

For immediate release

LAURENTIAN BANK JOINS FORCES WITH LA GRANDE GUIGNOLÉE DES MÉDIAS

Montreal, November 29, 2004 – Laurentian Bank is pleased and proud to join forces with La grande guignolée des médias (the Media's Big Food Drive) as a "friend" of the event. Being a conscientious corporate citizen, Laurentian Bank, as well as its employees, wish to use this opportunity and contribute to making this holiday season more joyful for the less fortunate in our society.

"The Bank is committed to becoming more involved in the community, and this cause provides us with a unique opportunity for doing so," said Raymond McManus, President and Chief Executive Officer of Laurentian Bank. "The Bank's employees are proud to join the hundreds of volunteers already involved in making this event a resounding success. By opening the doors of our 155 branches across Quebec, we hope to facilitate mutual aid and sharing in the community. We encourage members of the public to be generous and to drop by our branches to make a donation."

Here, just like anywhere else, poverty has no name, no gender and no age. It can be found in all backgrounds. The Media's Big Food Drive serves a noble cause and offers a helping hand to the less fortunate among us. Laurentian Bank salutes the initiative of the Quebec media representatives who unite their efforts to make this event a success.

From November 29 to December 17, 2004, Laurentian Bank's branches will be the official drop-off locations for those wishing to donate money and non-perishables. The event will reach its high point on December 9, when the participating media organizations put the Media's Big Food Drive into their program schedule and encourage people to be generous.

Every year, Laurentian Bank supports several organizations that are recognized for the excellence of their undertakings and that contribute to the well being of our society. Thus, it participates in the development of the communities where it is present, on the economic, social, community-life, sports and cultural levels. This involvement also finds expression in the active and personal contribution of its managers and employees.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with balance sheet assets in excess of \$16 billion and \$15 billion in assets under management. The Bank offers highly competitive products and superior personalized service to meet the banking and financial needs of individuals and small and medium-sized businesses, and independent financial advisors. The Bank's common shares (ticker symbol: LB) trade on the Toronto Stock Exchange. The address of the Bank's website is www.laurentianbank.com.

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Information:

Laurentian Bank of Canada

Gladys Caron

Vice-President, Public Affairs and Communications

Office: (514) 284-4500, extension 7511

Cellular: (514) 893-3963

gladys.caron@banquelaurentienne.ca