



**LAURENTIAN BANK
OF CANADA**

PRESS RELEASE

For immediate release

**LAURENTIAN BANK CONTRIBUTES ITS KNOW-HOW TO THE CAUSE OF
LA GRANDE GUIGNOLÉE DES MÉDIAS TO ALLOW ON-LINE DONATIONS**

Montreal, December 8, 2004 – As a Friend of *La Grande Guignolée des médias* (the Media's Big Food Drive), Laurentian Bank decided to make practical use of its know-how and contribute its expertise to this cause. This year, for the first time, people will have an opportunity to make an on-line donation to *La Grande Guignolée des médias*.

For Laurentian Bank, this initiative is a concrete way to make it easier for people – who otherwise could not personally come to one of the drop-off locations – to contribute to *La Grande Guignolée des médias*. This tool, developed in collaboration with Moneris Solutions, will be available starting on Thursday, December 9. It will allow using credit cards to make donations from a secure transactional website, which can be accessed from the homepage of *La Grande Guignolée des médias* at www.lagrandeguignoleedesmedias.com and from the homepage of Laurentian Bank at www.laurentianbank.com. It will accept Visa and MasterCard payments and will issue, on request, receipts for income tax purposes for all donations of at least \$20. Moreover, visitors can select the region where they wish their donation to go.

Laurentian Bank is proud to take part, for the first time, in this event serving such a noble cause. Since November 29, the Bank's branches have been official drop-off locations for people wishing to donate money and non-perishable food items. The Bank encourages people to be generous and hopes that the new on-line donation initiative will help to make this Holiday season more joyful for the underprivileged in our society.

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.

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