



**LAURENTIAN BANK
OF CANADA**

PRESS RELEASE

For immediate release

**LAURENTIAN BANK DARES TO DECLARE:
DARE TO CHOOSE LAURENTIAN BANK!**

Montreal, January 16, 2004 — DARE! That is the challenge Laurentian Bank of Canada is throwing out to all Quebecers—consumers, homeowners, investors and entrepreneurs—in its new advertising campaign and, especially, as part of an in-branch offer as distinctive as it is customer-focused.

Quebec's third largest financial institution (based on the number of branches), Laurentian Bank is inviting current clients to DARE to take advantage of all the services available at their branches and for prospective clients to DARE them to choose Laurentian Bank.

The initiative is part of the Bank's implementation of its three-year business plan, which was presented by Raymond McManus, President and Chief Executive Officer, in December. "We are focusing on the fundamentals and better targeting our positioning," he said. "Our size is actually an advantage because we are better able to provide quality service and genuinely understand the needs of the communities with which we do business."

"Developed in close cooperation with Marketel, Laurentian Bank's new advertising campaign emphasizes the Bank's Quebec-wide presence, its distinctive character and the alternative it offers to the other financial institutions" added Luc Bernard, Senior Vice-President, Marketing, at Laurentian Bank.

As Laurentian Bank's current and future clients can see for themselves, this difference is already apparent in the branches, where the welcome, convenience, personalized contact and innovative solutions are all designed to make clients' lives easier.

Launched today, Laurentian Bank's advertising campaign will last three months. Although television will be the primary medium, advertisements will also appear in newspapers, on the radio and on the Web.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion. 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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