



**LAURENTIAN BANK
OF CANADA**

PRESS RELEASE

For immediate release

**LAURENTIAN BANK LAUNCHES AN IDEAS COMPETITION TO CREATE
A NEW EXTERIOR IDENTITY FOR ITS BRANCHES**

April 22, 2005 – Laurentian Bank launches an ideas competition to create a new distinctive exterior architectural identity for its 156 branches – a first in the Canadian banking industry. The three winning designs will be awarded cash prizes of \$10,000, \$7,500 and \$5,000 respectively.

As part of its growth and expansion strategy, Laurentian Bank has undertaken numerous initiatives, including last year's architectural design contest for the interior design for its new financial services boutiques. It allowed the Bank to clearly state its innovative spirit and its daring approach.

This new initiative will help Laurentian Bank to be easily recognized in the urban landscape as well as to stand out from its competition, which includes not only financial institutions but also retail businesses and residential buildings. The main challenge is to create an exterior identity that employs an original language which is representative of Laurentian Bank's distinctive character and of its new positioning. The Bank does not want designers to recycle existing signage, logos or typography. The solution lies somewhere between architecture and object, and may take the form of an architectural or artistic element that can be adapted for all of Laurentian Bank's various types of branches in Quebec.

"This contest is a great opportunity to contribute to the development of Quebec's design and to boost creativity and innovation. Following the success of our architectural design contest for our innovative financial services boutique concept, we wish to relive the experience through this ideas competition for a new exterior identity of our branches," stated Luc Bernard, Senior Vice-President, Marketing and Product Management at Laurentian Bank.

All projects will be submitted to the Jury formed of Dan S. Hanganu, Architect (Dan S. Hanganu, Architect), Michel Dallaire, Industrial Designer (Michel Dallaire Design industriel inc.), Eleni Stavridou, Executive Director of the Institute of Design Montreal, Jean-Jacques Binoux, Landscape Architect (Version Paysage) and President of the Association des architectes paysagistes du Québec, Yves Gagné, Architect (Double G), Michael Clarizio, Industrial Designer (Signature+Design Communication), as well as, from Laurentian Bank, Luc Bernard, Senior Vice-President, Marketing and Product Management, David de Granpré, Project Leader, Marketing and Commercialization, and Michel Racine, Vice-President, Real Estate Management.

The entry form, program details, and terms and conditions of the ideas competition can be downloaded at www.phd-architecture.com. All *Proposals* must be submitted by 5:00 p.m. on Thursday, May 12, 2005.

About Laurentian Bank

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion and close to \$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, small- and medium-sized businesses and independent financial advisors. The Bank's common shares are traded on the Toronto Stock Exchange (ticker symbol: LB). The address of the Bank's website is www.laurentianbank.ca.

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