



LAURENTIAN BANK OF CANADA

PRESS RELEASE

For immediate release

2006: LAURENTIAN BANK PURSUES ITS DEVELOPMENT AND GROWTH

Montreal, March 7, 2006 – As part of its Business Plan implementation efforts, Laurentian Bank pursues its development and growth in 2006. To this end, Laurentian Bank will further enhance its offer of products and services this year and will develop efficient and effective tools to boost its capacities and competitiveness.

New products and promising initiatives

In the field of real estate financing, Laurentian Bank has signed a partnership agreement with **Re/Max** whereby the Bank will have priority for mortgage referrals from Re/Max franchisees and real estate agents. Thus the Bank could offer mortgage products and solutions that meet the specific needs of Re/Max homebuyer clients.

Building on its vast know-how and strong reputation in the institutional brokerage market, Laurentian Bank Securities will use the advantages of its new **fixed income transactional platform** that gives real-time access to a complete range of fixed income securities. Thus for retail clients, buying and selling fixed income securities will be as easy as trading stocks. The new platform allows to offer a score of highly competitive online services.

To small and medium-sized businesses and self-employed workers, Laurentian Bank offers various intelligent tools and tailored services. With this in mind, the Bank has launched a series of **Business Packages**. Designed to help business clients become more efficient at financial management, these Laurentian Bank packages feature simple and streamlined solutions. With its five Business Packages that cover all major electronic transactions and carry various benefits, the Bank offers savings, flexibility and simple solutions to small and medium-sized businesses.

Quality of service: an ongoing priority

In keeping with the *raison d'être* of the Bank's financial services sector, i.e. to provide high-quality personalized service and offer competitive products, its employees spare no effort to maintain the excellence of service that they are famous for. Moreover, the Bank will pursue its initiatives to design and implement continued training programs for its employees and managers offering various opportunities to upgrade management and operations skills. This area is of particular importance to the Bank, as it wants to encourage its employees to develop and fully realize their personal and professional potential.

Marketing and business development

The Bank carried on extensive efforts to design and implement tools that would allow it to become truly attuned to its clientele in order to maximize the effectiveness and efficiency of its client communications, with the operationalization of its marketing campaign management system. This system allows for managing complex clientele segmentation based on various services that might be of interest to different client groups. It adds to the Bank's data warehouse,

analytical environment and business intelligence tools. This year, the Bank will again concentrate on its client relations management strategy.

One of the Bank's priorities during this fiscal year will be to step up efforts to accelerate the growth of its operations. To achieve this goal, the Bank will enhance its product offer to provide more value-added to its clients. Strengthening synergy between Commercial Financial Services and Retail Financial Services will make this objective easier to attain by maximizing the expertise and using the full potential of the Bank's resources.

For its part, the B2B Trust subsidiary will focus on its core markets, on business opportunities to ensure long-term growth and on the most promising and profitable business relations. B2B Trust will work to consolidate its foundations in order to accelerate its growth, improve its performance and continuously raise its operational efficiency. B2B Trust is always on the lookout for new distribution channels and innovative products. It will refine its offer of products while ensuring their ideal positioning.

At Laurentian Bank Securities, the focus area will be the development and growth of the retail brokerage sector. Numerous initiatives have been launched to step up the sector's growth: recruiting 25 additional investment advisors, strengthening its research team with new analysts, carrying out various IT and technological development initiatives as well as offering continued training programs for employees. These efforts will all contribute to the objectives of Laurentian Bank Securities.

About Laurentian Bank of Canada

Laurentian Bank of Canada, is a Quebec banking institution operating across Canada dedicated to meeting the financial needs of its clients through the excellence of its service, its simplicity and its proximity. The Bank serves individual consumers, small and medium-sized businesses as well as, through B2B Trust, independent financial advisors. It also provides full-service brokerage solutions through the Laurentian Bank Securities subsidiary. Laurentian Bank is well established in the Province of Quebec, operating the third largest retail branch network and is a performing player in specific market segments elsewhere in the country. Laurentian Bank of Canada has over \$16 billion in balance sheet assets and \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,000 people. Its common shares are listed on the Toronto Stock Exchange (TSX: LB). For more information, please visit www.laurentianbank.ca.

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