



PRESS RELEASE

For immediate release

LAUNCH OF THE *COUPE BANQUE LAURENTIENNE* IN COLLABORATION WITH THE *ASSOCIATION DE SOCCER DE LA RIVE-SUD*

Montreal, September 9, 2005 – Laurentian Bank, principal sponsor of the *Association régionale de soccer de la Rive-Sud* (ARSRS) (Regional Soccer Association of the South Shore), is pleased to announce the launch of the *Coupe Banque Laurentienne*, in collaboration with the ARSRS. The cup will be awarded to the winners of the AA tournament final, a tournament bringing together the best AA teams in interregional zone 2 (Montérégie/Estrie). The interregional league represents more than 1,800 players in 102 teams in a region that includes, among others, Sherbrooke, Granby, St-Hyacinthe, Drummondville, Boucherville, Longueuil and St-Jean-sur-Richelieu.

The *Coupe Banque Laurentienne* tournament will be held on the weekend of September 10-11, 2005. In all, 50 soccer games will be played on a variety of fields. The event will draw more than 1,000 soccer enthusiasts, primarily families and friends of the young players, aged 12 to 18.

“The Laurentian Bank and its employees are delighted to be associated with the *Coupe Banque Laurentienne* and to contribute to the team spirit that drives these young athletes in their quest for victory,” stated Lise Caza, Assistant Vice-President, Longueuil Local Area Market of Laurentian Bank. “Laurentian Bank applauds the teams and wishes them an excellent tournament.”

In June 2005, Laurentian Bank signed a three-year principal sponsor agreement with the ARSRS. The popularity of soccer, which is accessible to so many children, has surged in recent years, and the sport has become the most practiced among boys and girls in Quebec and Canada. It is also becoming increasingly popular among Canadian adults.

About the ARSRS

Founded in 1977, the *Association régionale de soccer de la Rive-Sud* represents almost 21,000 members, 40% being female athletes. It is renowned for having many of its members registered in one of three Sport-Études programs, which currently include over 300 athletes from the South Shore area. Moreover, the ARSRS is associated with the FC Select, which has won many medals in the Canadian Club Championships over the last five years. Many FC Select players have played on the Canadian and Quebec national teams. The ARSRS is also associated with the *Ligue de Soccer de la Montérégie*, which represents all of the region's senior soccer players.

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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For information:

Laurentian Bank of Canada
Gladys Caron
Vice-President, Public Affairs, Communications and Investor Relations
Office: (514) 284-4500, extension 7511
Cellular: (514) 893-3963

