



LAURENTIAN BANK
OF CANADA

PRESS RELEASE

For immediate release

**LAURENTIAN BANK AFFIRMS ITS EVOLUTION WITH A NEW
DARE TO GROW ADVERTISING PLATFORM**

Montreal, April 26, 2006 – After having refocused its business priorities and adopted a growth strategy as part of its business plan introduced a little over two years ago, Laurentian Bank of Canada pursues its evolution with the new DARE TO GROW advertising platform. Promoting the values of simplicity and proximity, this platform marks a strategic milestone in the development of the Bank's brand image in light of the daring spirit of its recent corporate initiatives.

Continuing its evolution

In early 2004, Laurentian Bank adopted a new positioning. Its DARE tagline marks the first steps in the Bank's determination to go beyond the conventional and stereotyped. This drive, this desire to surpass the ordinary is at the very heart of the Bank's many groundbreaking projects and avant-garde accomplishments, such as its *Espresso Bank-Cafés* and *Financial Services Boutiques*, and of its innovative partnerships with Industrial Alliance and Western Union.

Today, Laurentian Bank's philosophy evolves further. The Bank opens the door to an even more humane outlook that promotes spontaneity and close relations. It moves to the beat of life. The Bank becomes more human, with a fresh and reinvigorated attitude, by streamlining its product offering, its services and its position.

Since the audacity expressed by the DARE tagline, Laurentian Bank's key character traits have grown stronger and more distinct. Daring helped the Bank grow. The new tagline – DARE TO GROW – picks up on this new dimension.

New platform: the power of the child's buoyant simplicity

"Starting on April 25, the tone will be set with the launch of a new mortgage campaign, the first initiative in our new advertising platform. Kids will be the ultimate expression of the very essence of such a youthful and fresh perspective. Their attitude towards life, towards projects, towards choices is remarkably

representative of the Laurentian Bank DNA. Through kids' photos and their words, the new advertising campaign conveys the Bank's culture, tone and standpoint," explained Réjean Robitaille, Executive Vice-President, Retail and Commercial Financial Services.

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 close to \$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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