



LAURENTIAN  
BANK

---

**PRESS RELEASE**

*For immediate release*

---

**LAURENTIAN BANK, OFFICIAL PRESENTER OF THE 3 AMERICAS FILM FESTIVAL  
FOR THE THIRD YEAR IN A ROW**

**Quebec City, March 4, 2008** – Laurentian Bank is proud to partner the 3 Americas Film Festival as the official presenter of this event for a third year in a row. The Bank is happy to be contributing to the 3AFF as part of its mission to be close to its customers and to make educational, artistic and cultural activities accessible to the public.

"We are very pleased that a high-profile cultural happening such as this festival has become a not-to-be-missed-event here in Quebec City," said Michel Garneau, Vice-President, Quebec City and Eastern Quebec region, Laurentian Bank. "This ninth edition of the Festival attests to the maturity attained by this large-scale event which is highly appreciated by all movie buffs in our city."

Programming for the Festival, which will be held from March 26 to 30, 2008, is available at Laurentian Bank branches in the Quebec City area, from the Festival partners, and by logging on to [www.fc3a.com](http://www.fc3a.com).

**About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing itself through excellence in service, as well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Quebec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,400 people.

-30-

Information:

Nora Bouikni

Public Relations Advisor

514 284-4500, extension 6379

[nora.bouikni@banquelaurentienne.ca](mailto:nora.bouikni@banquelaurentienne.ca)