



**LAURENTIAN BANK
OF CANADA**

PRESS RELEASE

For immediate release

A NEW LAURENTIAN BANK FINANCIAL SERVICES BOUTIQUE IN LA PRAIRIE

La Prairie, February 2nd, 2005 – Laurentian Bank opened a new financial services boutique in La Prairie, the Bank's new revolutionary concept of branch design. The new branch is situated at 995, Boulevard Tashereau.

This branch, as well two other branches in Gatineau, Mascouche and Sainte-Dorothée (Laval) follow the launch of the first of such boutiques in Blainville last November. This initiative supports the Bank's strategy aimed at further reinforcing its position as the third largest financial institution in Quebec.

"We are proud to get established in La Prairie by offering our financial services to the neighbourhood population in a dynamic and stimulating environment. Our goal was to create a refreshing and warm atmosphere, a place with the focus on providing information and making financial services more accessible and easy to understand, an inviting destination where our clients would like to linger and enjoy the new spaces developed with them in mind," explained Isabelle Bernier, Branch Manager.

These new branches use an original approach to architectural design and to client in-branch experience. The concept eliminates physical barriers between the Bank's employees and clients through the use of innovative features, such as service islands instead of traditional counters. The result is a welcoming non-traditional environment. The new dynamic space encourages customers to circulate freely at the branch. Laurentian Bank's financial services boutiques offer their clients new play areas for children, a lounge corner to relax with a cup of coffee, as well as a library section where customers could learn about different banking-related subjects.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion and \$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.com

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