



**LAURENTIAN BANK  
OF CANADA**

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**PRESS RELEASE**

*For immediate release*

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**LAURENTIAN BANK SECURITIES LAUNCHES ITS M<sup>3</sup> SERVICE OFFER GIVING  
RETAIL CLIENTS NEW ACCESS TO EXPERIENCED INVESTMENT MANAGERS**

**Montreal, October 17, 2005** – Now investors have access to the M<sup>3</sup> service, a new multifaceted, superior portfolio management service, available at Laurentian Bank Securities. Customers can get access to highly qualified investment management teams, among fifteen or so most reputable in the country, providing services to the largest institutional investors, but usually unavailable to a retail clientele with as little as \$150,000 in assets.

Managed by First Asset Advisory Services, the M<sup>3</sup> service allows, in collaboration with the Laurentian Bank Securities advisor, to prepare an investment portfolio that meets the client's immediate financial objectives and to make these investments grow over time as his financial expectations and needs evolve. The client's portfolio is entirely managed by his investment manager. The new service has three levels of diversification: by investment manager, by asset class and by management style. The process includes three steps: determining the investor profile, identifying the right asset allotment and establishing an Investment Policy Statement. Moreover, First Asset Advisory Services rebalances the personal investment portfolio on a quarterly basis to ensure that the investment strategy is consistent with the latest developments in the client's situation and that the asset mix corresponds to the client's financial objectives.

"The M<sup>3</sup> service takes the burden of ongoing investment portfolio management decisions off the client's shoulders while offering him access to the expertise of the best investment managers in each financial market. It allows diversifying the personal investment portfolio by asset class, by economic sector and by geographic sector to help the investor participate in the gains in the global bullish markets while minimizing the impact of downturns in any one market. The investor takes advantage of the management style complementarity, value- and growth-oriented management at reasonable cost alike, in order to smooth out long-term returns," stated Michel Trudeau, President and CEO, Laurentian Bank Securities.

**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](http://www.laurentianbank.ca).

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For information:

Laurentian Bank of Canada  
Manon Stébenne  
Senior Advisor, Public Affairs and Communications  
Office: (514) 284-4500, extension 8232