



LAURENTIAN BANK  
OF CANADA

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**PRESS RELEASE**

*For immediate release*

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## **M'PACT INTEGRATED SOLUTIONS AT LAURENTIAN BANK'S FINANCIAL SERVICES BOUTIQUES**

**Montreal, March 8, 2006** – Laurentian Bank of Canada has commissioned M'Pact, a company specialized in the creation and design of unique audiovisual atmospheres, to install its solutions at the Bank's new financial services boutiques. The innovative concept of financial services boutiques offers clients a non-traditional, dynamic and motivating environment with focus on the quality of personal service.

For the Bank's modernized branches, M'Pact has designed a control system for audio and video channels used to display informative and entertaining video content and to narrowcast musical content adapted and personalized to the tastes of the clientele. For this purpose, M'Pact has elaborated high-quality musical programming that reflects the new image of Laurentian Bank and is customized according to the time of day, the day of the week and specific client profiles. "From Jazz to electronic, music can set the mood, it enhances the environment and it entertains, while being adapted to the tastes of the clientele," explains Marc-André La Barre of M'Pact. "It is an innovative approach for the banking industry. And it is sure to appeal to people who look for something new, different and fresh."

M'Pact has also created a tailored technological solution that allows using the same audio ambiance Player to control the animated projection screen. Moreover, the audiovisual atmosphere at the Bank's branches can be managed remotely from the Bank's head office. "We were truly impressed by M'Pact. The company took up our challenge and found comprehensive, turnkey solutions to all our design, equipment and content requirements, while ensuring system maintenance and operation," says David De Grandpré, Merchandizing Manager at Laurentian Bank.

The new branches have been completely rethought from the point of view of their architectural design. The new concept eliminates physical barriers between the Bank's clients and employees, for example by replacing traditional counters with service islands. Apart from the audiovisual ambiance effects, Laurentian Bank's new financial services boutiques offer their clients such features as play areas for kids, a lounge corner where clients can sit back and enjoy a cup of coffee, and a library zone that provides information on various banking-related subjects.

## **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 \$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](http://www.laurentianbank.ca).

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