



**LAURENTIAN BANK  
OF CANADA**

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**PRESS RELEASE**

For immediate release

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**LAURENTIAN BANK INAUGURATES ITS NEW  
FINANCIAL SERVICES BOUTIQUE IN MASCOUCHE**

**Mascouche, February 15, 2005** – Laurentian Bank today held an official inauguration ceremony for its financial services boutique in Mascouche. Among the guests were Richard Marcotte, Mayor of the City of Mascouche, Robert Tranchemontagne, Municipal Councillor, and Serge Hamelin, President of the Chamber of Commerce. Numerous clients and business people of the region gathered at the cocktail party to celebrate the event.

According to Mr. Réjean Robitaille, Executive Vice-President, Retail Financial Services of Laurentian Bank, “this inauguration allows us to get closer to the community where we have just got established. It is a unique opportunity to meet with our new clients and business partners to discuss their needs, interests and expectations, and also to hear their comments on our new approach to offering financial services”.

“Our new financial services boutique has been enthusiastically received. And we are very pleased with the public response up to now,” stated Jean-François Chalifoux, Mascouche Branch Manager.

The concept of financial services boutiques was launched last November. To date, Laurentian Bank operates five such boutiques. The new approach offers much more than just another service outlet. It is the result of a long and extensive deliberation and review, and is the outcome of a dialogue with various internal and external participants with the objective to completely rethink in-branch financial services.

In addition to the original architectural design, such boutiques offer new areas that help to make clients’ banking experience as easy and pleasant as possible. The new concept of financial services boutiques provides for a play area for kids, a Bistro corner where clients can take a few minutes to lounge and help themselves to a nice cup of coffee, complements of the establishment, a library zone where they can read on various subjects including banking-related issues, and a community area where local organizations can post their news and information about their events and activities.

## **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.com](http://www.laurentianbank.com).

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