



LAURENTIAN BANK
OF CANADA

PRESS RELEASE

For immediate release

LAURENTIAN BANK OPENS ITS FIRST FINANCIAL SERVICES BOUTIQUE IN THE GREATER QUEBEC CITY AREA

Ste-Foy, February 21, 2005 – Laurentian Bank opens its first financial services boutique in the Greater Quebec City area. The branch located at 2600, Laurier Boulevard in Ste-Foy has been transformed into a financial service boutique, an innovative concept launched by the Bank last November. The other new-concept branches are in Blainville, Gatineau, Sainte-Dorothée, Mascouche and La Prairie. The Bank already has a strong foothold in the market with its 11 branches and a service centre for commercial clients.

“We are very proud of our redesigned Ste-Foy branch. With our new financial services boutique, we offer our services to the public 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, a destination where our clients would like to linger and enjoy the new areas designed with them in mind,” explained Jacques Lussier, Vice-President, Retail Financial Services, Quebec, Eastern Quebec and Mauricie.

The branches of the new concept have been completely rethought. They use an original approach to architectural design and to client in-branch experience. The concept eliminates physical barriers between the Bank’s clients and employees through such innovative features as service islands instead of traditional counters. The result is a welcoming non-traditional environment. The new dynamic space encourages people 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, an area for regional organizations to post information about their events and activities, an area set up for various seminars, as well as a library zone, where customers could read on different subjects including banking-related issues.

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.

-30-

For information:

Laurentian Bank of Canada

Gladys Caron

Vice-President, Public Affairs and Communications

Office: (514) 284-4500, extension 7511

Cellular: (514) 893-3963

gladys.caron@banquelaurentienne.ca