



**LAURENTIAN
BANK**

PRESS RELEASE

For immediate release

\$10,000 FOR YOUR PROFILE

**AT LAURENTIAN BANK, PLANNING YOUR RETIREMENT CAREFULLY AND
OPTIMIZING YOUR INVESTMENT PORTFOLIO REALLY PAYS**

Montreal, November 15, 2007 – As part of its 2008 RRSP campaign, Laurentian Bank is offering its existing and future customers a chance to win \$10,000 in RRSP. There are two ways to enter the contest.

First, customers can update their investor profile by meeting with an advisor¹ at their branch. By updating their customer's investor profile, advisors are able to optimize the portfolio to match the investor's actual situation while making sure expectations are met. Regardless of the investor profile – cautious, moderate, balanced, dynamic or aggressive – the customer will have the benefit of an investment portfolio adapted to his or her personal financial situation and in line with his or her investment objectives.

Customers can also participate in the contest by establishing a retirement projection with their advisor. The retirement projection allows customers to get a straightforward, clear and accurate report of the action plan they should adopt to meet their retirement objectives. With this tool, the advisor will be able to establish an investment strategy allowing the customer to avoid the unpleasant surprises inherent in poor retirement planning.

This contest is open to all customers who update their investor profile or map out a retirement projection together with an advisor at one of the Bank's branches before January 31, 2008.

About Laurentian Bank

Laurentian Bank of Canada is a Quebec banking institution that operates across Canada and is dedicated to meeting its clients' financial needs through excellence in service, as well as through its simplicity and proximity. The Bank serves individual consumers and small and medium-sized businesses, as well as financial advisors through B2B Trust. It also provides full-service brokerage solutions through its Laurentian Bank Securities subsidiary. Laurentian Bank is well established in the Province of Quebec, operating the third largest retail branch network and is also a performing player in specific market segments elsewhere in the country. Laurentian Bank of Canada has over \$18 billion in balance sheet assets and over \$15 billion in assets under administration. Founded in 1846, the Bank employs 3,400 people. Its common shares are listed on the Toronto Stock Exchange (TSX: LB). For more information, please visit www.laurentianbank.ca.

¹The advisor must be a representative with LBC Financial Services, which is the Laurentian Bank's financial services firm and a wholly owned subsidiary of the Bank. There are LBC Financial Services representatives in each of the Bank's branches.

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