



LAURENTIAN BANK  
OF CANADA

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**PRESS RELEASE**

*For immediate release*

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**LAURENTIAN BANK LAUNCHES ITS NEW *DARE* CLIENT CARD**

**Montreal, September 26, 2005** – Laurentian Bank announces the launch of its new client card, *DARE*. This colourful bank card, which reflects the Bank's new and dynamic corporate image, sports a vibrant photo and logo and is a first for the Canadian banking industry.

"Once again, the Bank is daring to go a step further with a different kind of client card," stated Stéphane Gagnon, Laurentian Bank's Vice-President, Marketing. "The card reflects the ambiance marketing of the Signature concept in our new branches as well as our *DARE* brand. Its vivid image of young, energetic people on the go is set off by the action verb *DISCOVER*. This card is important, because it represents a tangible link between the Bank and its day-to-day clients. Our clients will be proud to use it at ATMs or when shopping. In fact, the initial response from clients has been extremely positive."

Over the past several months, Laurentian Bank has introduced a number of initiatives to assure its growth in Quebec. After conducting an in-depth review of its market positioning, it developed a completely new brand strategy, launched a new corporate signature and logo, and unveiled a bold advertising approach within the banking sector. Its new financial services boutiques, Espresso Bank-Cafés, and signage that will soon be visible everywhere in its network are other initiatives designed to enhance and distinguish Laurentian Bank service. With 157 branches, the Bank offers the third largest network of branches in Quebec.

**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 Web site is [www.laurentianbank.ca](http://www.laurentianbank.ca).

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