



PRESS RELEASE

For immediate release

NEW LAURENTIAN BANK/CREVIER VISA[®] BUSINESS CARD TO HELP SMALL BUSINESSES MANAGE THEIR TRANSPORT EXPENSES

Montreal, January 24, 2008 – Laurentian Bank, in partnership with Pétroles Crevier Inc., is launching the new Laurentian Bank/Crevier *VISA Business* card, adding a new dimension to its line of **MAXAFFAIRES** financing services for small business.

The main advantages of the new card include a 0.75% rebate on all purchases made with the card, and an additional rebate for monthly gas purchases of 250 litres or more made at a Pétroles Crevier gas station. This rebate varies between 0.5¢ and 2.5¢ per litre, depending on the monthly volume of fuel purchased. Cardholders have 28 days to settle their monthly accounts. In addition, client businesses receive an annual management report, complete with a breakdown by category of purchases and by card. This helps them effectively manage cash movements and exercise tighter control over business expenses.

Plus, the Laurentian Bank/Crevier *VISA Business* card offers cardholding businesses or their non-cardholding employees an optional individual health insurance plan. Among other benefits, this plan includes coverage of hospitalization and diagnostic services, life, disability, supplemental health and accident insurance, and dental care. As a fitting complement to employee benefits, these additional coverage options can be an asset for small businesses.

“Given the wildly fluctuating gas prices at the pump, small businesses will find the Laurentian Bank/Crevier *VISA Business* card a welcome tool to help fight the ever-increasing costs of fuel,” said Luc Bernard, Executive Vice-President, Retail and SME Financial Services. “With all the advantages offered by this card, our business customers can exercise better control over their expenses and simplify their accounting procedures, thus reducing administrative costs. In short, this card can translate into big savings for its holders.”

Laurentian Bank’s **MAXAFFAIRES** Commercial Financial Services offer businesses access to personalized service and a range of competitive products. Some 200 people specializing in commercial banking services devote all their energy to developing customized solutions and guiding their clients in their development and their projects. **MAXAFFAIRES** Services meets the needs of the manufacturing, service, retail, agricultural and real estate sectors, and those of specialists in international trade. These services are available through 29 business centres, including 22 in Quebec, and 157 bank branches.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering diversified financial services to its clients. Distinguishing itself through excellence in service, as

well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Quebec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has close to \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,300 people.

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