



LAURENTIAN BANK
OF CANADA

PRESS RELEASE

For immediate release

THE NEW *OUMPHS* OF LAURENTIAN BANK'S PASSIONATE PEOPLE WILL ENTICE YOU

Montreal, December 19, 2005 – Scuba diving with sharks in South Africa is one of the *OUMPHS*¹ of Béatrice, a Laurentian Bank business partner and veteran traveller. In the next few days, preferred holders of the Laurentian Bank VISA GOLD card will be receiving the brand new catalogue for the VISA GOLD PASSPORT Program. This program provides access to a wide selection of gift certificates, brand name items, dream vacations arranged through a complete travel agency and adventures that will take your breath away. The Passport catalogue lists about a hundred products. In addition, an expanded version containing over 250 products is available on-line at www.laurentianbank.ca/rewardzone.

Laurentian Bank took the suggestions of three passionate people to inspire VISA GOLD PASSPORT cardholders to dream of an upcoming reward offering an amazing experience. These passionate people are Béatrice, one the Bank's business partners and a veteran traveller, Benoît, a client and professional chef, and Amélie, a well-connected employee. A purring cheetah loping through the yard, a photo safari and scuba diving in Kenya, a programmable espresso machine and Mobiblu, the smallest MP3 player in the world are just a few of their suggestions.

“At Laurentian Bank, we are always looking for innovative ways for our clients to enjoy a unique experience. The new edition of our rewards catalogue is in the form of a magazine with articles, helpful tips and travel ideas. Our passionate people guide clients by offering them a selection of preferred items called “*OUMPHS*” and sharing some tips in their area of expertise,” explains Jean-François Léveillé, Senior Manager, Credit Products at Laurentian Bank.

VISA GOLD PASSPORT Card

The VISA GOLD PASSPORT card offers a multitude of advantages including one of the lowest rates on the market, increased spending power, a world of financial benefits, important insurance coverage, and the exclusive Laurentian Bank *Passport Program*TM, all for a low annual fee of \$90.

VISA BLACK and VISA BLACK REWARD ME Cards

Laurentian Bank also offers the VISA BLACK card with no annual fees to which you can add the REWARD ME option for as little as \$1.66 per month. Reward points accumulated with the REWARD ME option can be redeemed for gift certificates that can be used at a wide variety of retailers.

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 <http://www.laurentianbank.ca/>.

- 30 -

For information:

Laurentian Bank of Canada

Manon Stébenne

Senior Advisor

Public Affairs and Communications

Office: (514) 284-4500, extension 8232

¹: A smaller selection of items and travel destinations that the Bank's three passionate people, Béatrice, Benoît and Amélie, really find irresistible. They have either been there and done that or are dreaming of it. One thing is certain: their selections are far from ordinary.