

LAURENTIAN BANK INCREASES ITS ACCESSIBILITY TO CLIENTS WITH ITS NEW APPLICATION FOR SMARTPHONES

Montréal, September 15, 2011 – In order to facilitate access for its clients to various common transactions, Laurentian Bank is pleased to be introducing *LBCDirect* for mobile phones. In so doing, the Bank's clients now have access to the *LBCDirect* Mobile service that is optimized for smartphones and is compatible with numerous devices, including the BlackBerry Bold and Torch, iPhone, iPod Touch and TLC Android.

"The mobile phone represents an unprecedented revolution, and the public has been adopting smartphones at an astonishing pace," underlines Sylvain Malo, the Bank's Vice-President of Direct Financial Services. "As such, Laurentian Bank is delighted to be offering its clientele a mobile transactional solution that is fully adapted to today's lifestyles while making online banking extremely easy."

Transactions in Total Security

The new *LBCDirect* Mobile service is just as secure as using *LBCDirect* on a computer. In fact, sessions are protected by the most effective security and encryption practices, as are all of Laurentian Bank's online services.

A number of transactions are now accessible via mobile phone, including:

- verification of bank account, line of credit and VISA balances
- bank transfers
- payment of bills associated with *LBCDirect* Internet access
- communication with the Client Service Department via e-mail
- reporting of a lost or stolen card

Other functionalities are to be added within the near future.

Laurentian Bank's Mobile and Virtual Networks

LBCDirect Mobile is the latest in the varied range of offerings available to Laurentian Bank clients as a complement to the institution's branch network. For example, the Bank is particularly active in mobile mortgage advising, with some 100 mortgage development managers available to meet with clients at the time and place of their choosing. In addition, Laurentian Bank is recognized for its distinctive selection of virtual services, being the only institution to provide its clients with the opportunity to be served by a specifically assigned financial advisor who they can consult with over the phone or via e-mail. Finally, Bank clients enjoy the benefits of an extensive and readily accessible network of 426 automated teller machines, including 80 units conveniently located at subway and train stations in the Greater Montréal area.

In order to use the new service, Laurentian Bank is inviting its clients to enter the *LBCDirect* Mobile site address (<https://m.laurentianbank.ca>) in their Web browser and to add the address as a bookmark.





Press release

FOR IMMEDIATE RELEASE

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. 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 Québec, 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 more than \$24 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,800 people.

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