

LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE IN LONGUEUIL

Montréal, November 29, 2011 – Today marks the inauguration of Laurentian Bank’s brand-new financial services boutique at 2588, chemin Chambly in Longueuil. More than 100 people are to be on hand for the event.

“The new financial services boutique represents an evolution of the original concept developed by the Bank during the last decade,” explains Branch Manager Isabelle Bernier. “This new approach is embodied by an original and warm environment that fosters simplicity, accessibility, proximity and personalized client service. The establishment’s new look and configuration promotes a feeling of total comfort for our clients, while further facilitating their banking experience.”



Photo of ribbon cutting event

This proximity and simplicity is a reflection of Laurentian Bank’s approach to its clients and publics for many years now. In 2011, while celebrating 165 years of presence in Québec, the organization has been more committed than ever to pursuing its drive to be close to its clientele. To do so, it is actively involved in the communities in which it operates by supporting such organizations and events as the International Balloon Festival of Saint-Jean-sur-Richelieu, the South Shore Chamber of Commerce and Industry, the South Shore Soccer Association and various local soccer clubs, to name but a few.

Laurentian Bank operates nine branches on the South Shore of Montréal. Its network is comprised of 157 branches in all, including 38 financial services boutiques and two Espresso Bank Cafés.

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



Press release

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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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