

## LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE IN REPENTIGNY

**Montréal, February 22, 2012** – Yesterday, Laurentian Bank inaugurated its new financial services boutique located at 85 Brien Boulevard in Repentigny where close than 200 people were present.



Photo of ribbon cutting event

“This latest financial services boutique in Repentigny represents an evolution of an original and exclusive concept developed by the Bank over the past decade,” explains Luce Drainville, Client Relations Manager at the branch. “The new approach is characterized by an innovative layout and a refined and welcoming design based on simplicity, accessibility, proximity and client care. Our branch features a brand-new look, but also an environment that promotes the comfort of clients and further facilitates their banking experience.”

This commitment to simplicity and proximity has been at the heart of the Bank's approach to its clientele and publics for a number of years now. As it celebrates its 165 years of presence in Québec, the organization fully intends to pursue its dedication to proximity.

Laurentian Bank currently has six branches in the Lanaudière market, including three in Repentigny. The Bank's network is comprised of 158 branches in all, including 38 financial services boutiques and two Espresso Bank-Cafés.



# Press release

FOR IMMEDIATE RELEASE

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## 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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Information:

### **Mary-Claude Tardif**

Public Relations Advisor

514 284-4500, extension 4695

[mary-claude.tardif@banquelaurentienne.ca](mailto:mary-claude.tardif@banquelaurentienne.ca)