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## PRESS RELEASE

For immediate release

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### JUST FOR LAUGHS FESTIVAL : UNIQUE OFFERS FOR LAURENTIAN BANK VISA® CARD HOLDERS

**Montreal, April 29, 2008** – Laurentian Bank is pleased to announce that, for a second year, it will partner with the Montreal Just For Laughs Festival. The Bank will sponsor the Prestige series, which is dedicated to productions of international calibre. In addition, many privileges will be offered to Laurentian Bank VISA card holders who will visit the Festival.

This year, the Prestige series will host *Slava's Snowshow*, a clown masterpiece with an explosion of dazzling pieces, sometimes funny, sometimes moving, but always exciting. The internationally acclaimed show, which has won several awards, will be presented at the Place des Arts' Théâtre Maisonneuve.

#### Exclusive "Just For Laughs" offers with Laurentian Bank VISA card

As part of this partnership, holders of the Laurentian Bank VISA card can benefit from exclusive privileges simply by using their VISA card to pay for tickets to Just For Laughs events. By buying tickets for certain shows, these VISA card holders will receive a free ticket to a surprise show with the purchase of a regularly priced ticket, or obtain a free pass and complimentary drink at the Festival's VIP area, the prestigious SAQ Charlot Club.

As well, a host of products and shows will be available to points holders as part of the VISA Gold *Passport*, VISA Black *Reward Me* or VISA *Complicity* programs: a Just For Laughs gift card, which can be used for Festival shows and packages; the new LaughTime Guarantee card, which lets you attend dozens of Festival shows for the price of one, as well as purchase show merchandise and DVDs.

Holders of the VISA Gold *Passport* will receive an extra privilege: they can trade in their accumulated points for exclusive VIP packages and evenings, offering the best seats, including the possibility of going behind the scenes and even meeting the artist at the different Just For Laughs sites in Montreal, Toronto, or Nantes, France. This is but a peek at some of the exceptional offers available to Laurentian Bank VISA card holders!

More information on these offers and point trade-ins is available at [www.laurentianbank.ca/hahaha](http://www.laurentianbank.ca/hahaha).

## **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 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 more than \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,400 people.

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