



Press release

FOR IMMEDIATE RELEASE

LUC BERNARD, LAURENTIAN BANK'S EXECUTIVE VICE-PRESIDENT OF RETAIL AND SME-QUÉBEC, HONOURED BY THE UQÀM ESG NETWORK

Montréal, November 18, 2010 – Mr. Luc Bernard, Executive Vice-President of Retail and SME Financial Services at Laurentian Bank, has received the Université du Québec à Montréal (UQÀM) ESG Network Performance Award in the Manager category. This prize recognizes and rewards the exceptional expertise, commitment and contribution of graduates of UQÀM's *École des sciences de la gestion* (ESG) in the business milieu. The Award was presented to Mr. Bernard last November 16, during the 20th annual Performance Award Benefit Gala.

“With his wealth and diversity of experience, Luc is a seasoned manager, a visionary, and a remarkable leader,” underlined Mr. Réjean Robitaille, President and Chief Executive Officer of Laurentian Bank. “This distinction clearly acknowledges the value of his dynamism. In fact, Luc literally transformed the in-branch banking experience, thus contributing significantly to the advancement that Laurentian Bank has enjoyed over the past few years.”

In his role as Executive Vice-President of Retail and SME Financial Services, Mr. Bernard is responsible for the Bank's entire retail services branch network, as well as for the services offered to small and medium-sized enterprises in Québec. He has some 2,600 employees working under him within his business segment, and he has also been a member of the Bank's Management Committee since 2006, thus, serving as one of the organization's principal strategists.

Mr. Bernard has worked within the financial sector for the majority of his career. Upon completing his studies in urban planning at UQÀM, the opportunities that presented themselves saw him quickly advance within the insurance industry. He joined Laurentian Bank in 2001 as Senior Vice-President of Marketing and Product Management, was named Executive Vice-President of Retail Financial Services in 2005, and then entrusted with the added responsibility for services to SMEs in 2007.

It was during these years that Mr. Bernard executed various key projects that contributed to the development of the Bank's distinctive character. For example, it was under his direction that the institution established its advertising repositioning for its retail services, launched the unique financial services boutique concept, and obtained the exclusive contracts to operate automatic banking machines in the STM's subway system and the AMT's train and bus station network.

Luc Bernard also firmly believes in the importance of being committed to his community. In addition to being personally involved in a number of causes close to his heart, he makes it his priority to inspire his employees to invest their time in their communities as well.

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 \$23 billion in balance sheet assets and



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more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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