



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK: PARTNER OF THE FIFTH EDITION OF JOLIETTE'S OCTOBER BLUES

**Montreal, October 10, 2008** - Laurentian Bank of Canada is pleased to announce that it has renewed its partnership with October Blues in Joliette as a sponsor of the event. October blues, the fifth edition of which will take place from October 15 to 18, is the region's major cultural event that offers to see and hear professional artists, most of whom are from Quebec, but also from Ontario and even France.

People are invited to discover and rediscover blues in a unique formula that presents more than thirty shows in some twenty different venues, such as Joliette's Cultural Centre as well as local cafés, bars and restaurants. The majority of these shows are free, but places should be reserved in advance.

"Laurentian Bank and its employees are delighted to be associated with this cultural event. This sponsorship is one of many initiatives the Bank undertakes to get involved in the communities where it operates. We wish all blues fans an excellent October Blues," stated Marjolaine Beauchamp, Manager, Joliette Branch of Laurentian Bank.

#### **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 accessibility, the Bank serves individual consumers and small and medium-sized businesses. The Bank offers its products to a wide network of independent financial advisors through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

With 156 branches and 340 automated banking machines, Laurentian Bank of Canada is well established in the Province of Quebec, operating the third-largest branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$19 billion in balance sheet assets. Founded in 1846, the Bank employs more than 3,500 people.

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