



**LAURENTIAN BANK DISTINGUISHED FOR ITS
FINANCIAL SERVICES BOUTIQUE CONCEPT**

Montréal, March 21, 2013 – Laurentian Bank's second generation financial services boutique concept was recently recognized under the banner of *Chain Store Age* magazine's international *Retail Store of the Year* competition. More specifically, the Bank received an honourable mention in the Service category (15,000 ft² or less) for its concept deployed in several of its branches — notably those in Repentigny, Québec City, Laval and LaSalle.

The Bank's second generation financial services boutique concept was developed in partnership with the Aedifica architectural firm. The concept's new approach features an original spatial configuration, architectural design and furnishings that are all intended to simplify the banking experience and make it as warm and convivial as possible.

Based around an entirely re-thought client experience, the concept is aimed at making transactions in the branch as easy, efficient and pleasant as can be, within an environment unique in the banking sector in which employees are dedicated to providing clients with a comprehensive range of offerings.

Laurentian Bank is a pioneer when it comes to the innovative provision of in-branch services. The Bank launched its first generation of financial services boutiques in 2004. Today, some 40 of the Bank's branches are designed around this highly original concept.

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$34 billion in balance sheet assets and \$36 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the Canada's Passion Capitalists program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products as well as investment accounts and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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