
**LAURENTIAN BANK BRIGHTENING UP THE VACATION SEASON WITH ITS
*WIN \$5,000 FOR YOUR SUMMER PLANS CONTEST***

Montréal, June 17, 2009 – Since June 8 and through September 4, consumers have one more reason to visit their nearest Laurentian Bank branch whether they are clients of the institution or not. Simply by stopping in at one of the Bank's 156 branches in Québec, they become eligible to participate in the *Win \$5,000 for Your Summer Plans* contest, which will be awarding three prizes of \$5,000 from among the entry forms received and to be drawn on September 11, 2009.

"With the typical slowdown in branches during the summer season, the Bank is striving to stimulate traffic and prompt consumers to discover its excellent service and spirit of closeness to the various communities in which it operates," explains Stéphane Gagnon, the organization's Vice-President of Marketing. "In addition to giving Québec consumers some good news for a change during this period of recession, Laurentian Bank also wants to generate some much-needed enthusiasm among consumers."

There are three ways to participate in the contest and gain a chance to win one of the \$5,000 prizes for the summer:

- by filling out an entry coupon at a branch location (limit of one entry per person)
- by downloading the entry coupon from the Bank's Web site at www.banquelaurentienne.ca, filling it out, and dropping it off at a Bank branch
- by writing a 50-word text explaining "How Laurentian Bank meets my needs" and forwarding it to the Bank

Three prizes of \$5,000 are being offered in this contest, which is restricted to individuals aged 18 and over. Confirmed contest winners will each receive the sum of \$5,000 that will be deposited in a Laurentian Bank of Canada account in their name. Complete contest rules are available online at www.banquelaurentienne.ca/en/contests.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating 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 \$20 billion in balance sheet assets and more than \$13 billion in assets under administration. Founded in 1846, the Bank employs more than 3,400 people.

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