



## Press release

FOR IMMEDIATE RELEASE

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### INAUGURATION OF LAURENTIAN BANK'S FINANCIAL SERVICES BOUTIQUE ON ST-LAURENT BOULEVARD

**Montreal, October 21, 2008** – Laurentian Bank of Canada has officially inaugurated its new Financial Services Boutique located at 3823, St-Laurent boulevard, Montreal, in the presence of Mr. Réjean Robitaille, President and CEO of Laurentian Bank, Mr. Luc Bernard, Executive Vice-President, Retail and SME Financial Services, and Mr. Claude Sasseville, Regional Vice-President.

Mr. Sasseville talks about Laurentian Bank's strategic orientation: "The Bank is on a mission to become the third largest bank in Quebec. To achieve this goal, we build on various strategies. First, focus on our key strength – our passion for client interests – that translates into our advice services. Second, stay close to our clients and contribute to making their life easier. Finally, continue to innovate, finding creative and original solutions. This boutique has a character all its own, and blends perfectly into its environment, with its design reflecting the reality of customers who will visit it.

Designed with the local community in mind, the boutique will offer Laurentian Bank's regular retail financial services. "We believe that this formula will be well received by customers in the neighbourhood," added Claude Sasseville. "Judging by the reactions of the people we are meeting today, our new financial services boutique meets a need for service tailored to the customer, and facilities where consumers feel comfortable and appreciated."

#### **Financial Services Boutiques: a reinvented in-branch banking experience**

Financial Services Boutiques are much more than mere points of service. Everything has been reevaluated and redesigned architecturally to enhance the sense of proximity and thus create an easy flowing floor plan that eliminates physical barriers between Bank clients and employees. This welcoming, nontraditional environment invites people to circulate freely in the Boutique that includes a new play area for kids, a coffee lounge to relax with a cup of coffee and a library zone to learn more about various banking-related subjects.

The Boutique offers a dynamic and stimulating environment, a fresh and warm atmosphere, a source of information on financial services, a place where clients would want to stay a little longer.

Laurentian Bank has 66 branches on the Island of Montreal. Its 156 branches, including 26 financial services boutiques and two Espresso Bank-Cafés, form the Bank's total network.

#### **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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Information:

Gladys Caron  
Vice-President  
Public Affairs, Communications and Investor Relations  
514 284-4500, extension 7511  
[gladys.caron@banquelaurentienne.ca](mailto:gladys.caron@banquelaurentienne.ca)