



**DOWNTOWN MONTREAL LAURENTIAN BANK BRANCHES
WIN THE *PALME D'OR* FOR BEST CLIENT SERVICE**

Montreal, February 3, 2009 – Laurentian Bank is proud to be recognizing its Downtown Montreal branches for their excellent client service with the presentation of a *Palme d'or* prize under the banner of its Obsession for client interests. The purpose of this program is to stimulate the efforts of employees to collectively achieve the highest standards of service quality.

Among the Bank's network of 156 branches, the Downtown Montreal market succeeded in obtaining the best overall score based on the program's criteria. In closely tracking satisfaction levels, Laurentian Bank evaluates the quality of service at its branches as measured by two fundamental performance indicators — complaints about service and client experience, by conducting surveys among its clientele.

"Our program could be characterized as quite bold," explains Manon Boyer, Quality Manager at Laurentian Bank. "It is a concrete illustration of the Bank's commitment to developing service excellence within its branches."

"Our employees are extremely proud of having received this prize in recognition of their efforts," adds Jean-Marc Descary, Assistant Vice-President of the Downtown Montreal market. "It is a wonderful honour for our personnel, who truly take client satisfaction to heart, and it serves to motivate them to go even further."

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 342 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 nearly 3,400 people.

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