



LAURENTIAN BANK APPLIES A PERSONALIZED AND RESPONSIBLE APPROACH TO AGRICULTURAL FINANCING

Victoriaville, July 6, 2011 – The agricultural sector has long served as one of the key foundations of the Québec economy. In recognition of the sector's value and importance, Laurentian Bank has assigned a team of agronomists and other professionals to this market who are dedicated exclusively to agricultural financing.

The operation of farms has become a complex enterprise demanding extensive knowledge on the part of farmers that far exceeds growing and cattle raising techniques. There are multiple issues and considerations when it comes to agricultural management and operation that can have major repercussions on the life of farmers — from the transfer of farms between generations and the purchase of quotas, to the acquisition of land, buildings, animals and equipment. All of these matters require enlightened decision making.

In order to facilitate financing for farmers and to provide them with appropriate solutions, Laurentian Bank has assembled a highly specialized group comprised mainly of agronomists with extensive knowledge of financing and the agricultural sector. Constantly growing, the Bank's team serving this sector is now made up of 25 qualified individuals.

A Keen Agricultural Business Sense

Most farms today possess considerable assets. As such, farm management and operation demands a well developed business sense, and access to professionals with recognized skills to advise farmers in the area of financing can greatly contribute to their success.

"Because every case is different," explains Luc Béland, Agronomist and Vice-President of Agricultural Financing at Laurentian Bank, "we adapt to our clients' specific realities so as to fully understand their needs and be able to provide them with the best possible advice. Moreover, the agricultural sector is distinguished by a particular human dimension emanating from family farms, as well as their characteristic values, such as equity among children and the family as a whole, a sense of attachment to the land, and the continuity of the enterprise."

Personalized Services Fuelled by a Commitment to Proximity

In addition to short- and long-term financing and investment services (RRSPs, etc.), like other enterprises, agricultural operations need to be able to count on a range of transactional services. Laurentian Bank's comprehensive MAXAffaires line offers products and services adapted to the agricultural sector, along with flexible financing solutions tailored to the specific projects of clients. The Bank's team of expert advisors guide clients through their various initiatives using an innovative "human face" approach. In fact, the team is recognized for its attentiveness, dynamism, proactive action and ability to react quickly.



Press release

FOR IMMEDIATE RELEASE

An Innovative Program Offering a New Approach for Farm Transfers

The transfer of a farm from one generation to another is a complex affair that requires considerable time and rigorous planning. Along with such issues to contend with as the protection of family patrimony, financial security, and the continuity of operations, there must also be a balance maintained between the financial security needs of parents and the actual ability of successors to reimburse the operation.

Applying an approach exclusive to Laurentian Bank, a team specialized in financing farm transfers serves as a proactive partner practicing what it calls a “reasoned approach”. Based on certain specific criteria, the Bank offers a monetary incentive applying solely to management, follow-up or training activities aimed at offering successors greater knowledge in the area of management. The Bank also identifies and recommends assistance and subsidy programs that are available, while providing support, guidance or mentoring. Laurentian Bank is the only financial institution to have implemented this innovative and avant-garde concept of monetary incentives, thereby offering its clients the possibility of acquiring the tools to optimize their management skills.

“In that regard,” adds Luc Béland, “under certain conditions, we can offer modular amortization over a period of up to 40 years for the financing of agricultural land to facilitate the effective and profitable start-up of new management, thus maximizing the success of the new entrepreneurs. Laurentian Bank is the only institution in Québec to make such a well adapted tool available for the transfer of farms.”

More information about the products and services offered by Laurentian Bank’s Agricultural Financing team and/or about farm transfers can be obtained by calling Mr. Luc Béland, Agronomist and Vice-President of Agricultural Financing, at (819) 350-0912, or by contacting him via e-mail at luc.beland@banquelaurentienne.ca.

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 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 \$23 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,700 people.

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