



**YOUR MORTGAGE WHERE AND WHEN YOU WANT IT:  
LAURENTIAN BANK MEETS ITS CLIENTS IN THEIR OWN HOMES**

**Montreal, May 30, 2011** – Laurentian Bank launched its *Pickyourmoment.ca* campaign to promote its in-home mortgage services. From the Bank's microsite —[pickyourmoment.ca](http://pickyourmoment.ca)— clients in the Greater Montreal area can schedule a meeting with a mortgage expert, who will travel to meet the client at the desired time and place.

“This initiative stems from our wish to foster closer relationships with our clients. Meeting them in the comfort of their own homes is just one way we can simplify their lives,” said Stéphane Gagnon, Senior Vice-President, Marketing and Product Management at Laurentian Bank.

In fact, it will be in one of ten Smart cars donning the Laurentian Bank's colours that the mortgage experts will go to meet and advise their clients. The *Pickyourmoment.ca* campaign will be further backed by advertising in targeted media, on real estate Websites, throughout Montreal's bus and metro system, and in various public spaces across the City of Montreal.

**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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