



**LAURENTIAN BANK  
OF CANADA**

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PRESS RELEASE

For immediate release

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**“My Bank cares about my kids!”  
Laurentian Bank launches a new rewarding experience  
via its VISA Gold Passport Program**

Montreal, April 20, 2004 – In a continued effort to find ways of making life easier for its clients, Laurentian Bank introduces an offer that is out of the ordinary for both parents and kids. Indeed, Laurentian Bank wants to help clients reduce the cost of summer camp for their kids simply by using their Laurentian Bank VISA Gold card. This offer complements the existing array of exciting rewards offered by the Passport Program which goal is to make life more enjoyable and to give clients the opportunity of experiencing amazing adventures.

“Our program is very innovative. No other financial institution offers such an imaginative program” stated Luc Bernard, Senior Vice-President, Marketing and Product Management. “Laurentian Bank dares to be different from other financial institutions by offering clients rewards that truly meet their needs. We are convinced parents will appreciate the possibility of reducing the cost of summer camp for their kids, not to mention the leisure time made available to them thanks to this offer.” added Luc Bernard.

Laurentian Bank has decided to offer Laurentian Bank VISA Gold cardholders a new way of redeeming the Passport Program points accumulated when using their VISA card to pay for their purchases. Already different from other rewards programs given the Bank’s commitment to offering amazing experiences, Laurentian Bank’s Passport Program again breaks new ground by offering to help parents send their kids 18 years and under off to camp for a most memorable experience.

The Bank’s offer is quite simple. Parents can exchange their Passport rewards points for money-credits, at the rate of \$50 per 6,000 rewards points on presentation of a copy of the receipt confirming their kids’ summer camp registration between now and June 30, 2004. All camps, in and outside Quebec, are eligible, i.e. summer camps, day

camps and specialized camps. Sums payable in exchange for points will be credited to the client's Laurentian Bank VISA Gold card within ten business days following receipt of their Passport points redemption application.

When Laurentian Bank introduced its new rewards program on December 17, 2003, it pointed out its commitment to offering VISA Gold cardholders exciting experiences. In addition to an array of products aimed at making life more enjoyable, the Passport Program offers clients the possibility of turning their wildest dreams into reality, whether it be vacationing in a small inn in the Alps or climbing Mount Everest. Simpler pleasures, such as summer camp vacations, can also be exciting. Summer camps allow kids to experience memorable moments. This new offer complements the existing array of exciting experiences made possible thanks to Laurentian Bank's Passport Program. The timing is perfect. The parents will be able to enjoy this reward, which is being launched two months before the start of the summer vacation period.

This offer is valid until June 30, 2004. For additional information on this offer, parents can contact their branch or call 1-888-642-8171 between 8:00 a.m. and 9:00 p.m. from Monday to Friday, and between 8:00 a.m. and 5:00 p.m. Saturday.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion. The Bank offers highly competitive products and superior personalized service to meet the banking and financial needs of individuals and small and medium-sized businesses, and independent financial advisors. The Bank's common shares (ticker symbol: LB) trade on the Toronto Stock Exchange. The address of the Bank's website is [www.laurentianbank.com](http://www.laurentianbank.com)

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