



**LAURENTIAN BANK'S CONTRIBUTE EARLY CONTEST:
ONLY ONE WEEK LEFT TO WIN A \$1,000 ADDITION TO RRSPs**

Montréal, January 25, 2011 – In order to encourage savers to contribute early during the RRSP season, Laurentian Bank has been running a contest since this past November 15 offering them a chance to win \$1,000 each week¹. With the contest closing on January 31, there is only one week remaining for savers to win the prize, which will be deposited into their Laurentian Bank RRSP, TFSA or REER. The prize is drawn at random from among all RRSP contributors and those who transferred an existing RRSP, TFSA or REER to Laurentian Bank.

In running this contest, Laurentian Bank is striving to sensitize clients to the importance of adopting a strategic investment approach, as well as of investing as early as possible and on a periodic basis. In fact, the earlier a client begins to contribute, the greater the value of their RRSP will be because it generates a yield over a longer period of time, with the investment earnings accumulating tax-free.

Laurentian Bank also reminds its clients that the contribution deadline for the 2010 taxation year is March 1, 2011.

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 3,600 people.

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¹ No purchase necessary. Certain conditions apply. Contest ends on January 31, 2011. Full contest details available in branches or online at www.laurentianbank.ca.