
**LAURENTIAN BANK RENEWING ITS PARTNERSHIP WITH THE ASSOCIATION
QUÉBÉCOISE DES PHARMACIENS PROPRIÉTAIRES CONFERENCE**

Montréal, October 28, 2011 – Laurentian Bank is participating once again this year in the Association québécoise des pharmaciens propriétaires (AQPP) conference as partner of the event. The Bank has delegated Monique Lo, Senior Manager with its Pharmacies group, to speak at the conference, and the institution will be sponsoring the networking lunch to be held on Saturday, October 29.

Ms. Lo's presentation will be focusing on the value of a pharmacy. She will explain how the resale value of a pharmacy is determined in accordance with market forces, taking the pharmacist's exclusive ownership right into account.

"Laurentian Bank's commitment to pharmacists takes numerous different forms and involves an exclusive and highly competitive line of financial solutions," underlines Monique Lo. "In addition, owner pharmacists can count on the institution's unique team of experts dedicated to helping them optimize their business and facilitate management."

It is in line with its overall commitment to offering small and medium-sized businesses in Québec a comprehensive range of products and services that the Bank has formed this team of qualified specialists with extensive expertise and knowledge of the pharmaceutical sector's particular issues and business environment. The team is also specialized in working with other health professions. In fact, Laurentian Bank has developed various specific lines of products and services for different activity sectors and professions, including for farmers and daycare owners.

The AQPP conference is taking place October 28-29 at Place Bonaventure in Montréal.

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 Québec, 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 \$24 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,800 people.

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