



Press Release

FOR IMMEDIATE RELEASE

IT'S TIME TO GET YOUR PROJECTS DONE! **LAURENTIAN BANK AT THE NATIONAL HOME SHOW**

Montréal, March 6, 2013 – Laurentian Bank is pleased to be participating for a sixth consecutive year in the *National Home Show*, which is being held March 8-17 at Place Bonaventure. Once again this year, the Bank is serving as co-presenter of the event and is inviting visitors to stop by its booth designed around the theme, *It's Time to Get Your Projects Done!* The Bank is also bringing back its innovative *Coups de coeur Banque Laurentienne* (Laurentian Bank Favourites), featuring some of the best new products and services sure to be of interest to existing and future homeowners.

For the duration of the exhibition, visitors to Laurentian Bank's booth will have access to experts there to help them make their projects materialize. From budget planning, to savings advice, to financing solutions, the Bank's specialists will be on hand to discuss all aspects of a home improvement project. Moreover, exclusive to Home Show visitors, a sum of \$400 will be offered to Passport VISA Gold credit card holders who conclude a mortgage agreement with Laurentian Bank.

As a partner of this event, the Bank is also pleased to be offering a preferred rate to its employees and clients. More specifically, Bank personnel and clients can purchase tickets at a cost of \$12 (\$4 off the regular price) by visiting banquelaurentienne.ca or at Place Bonaventure's box office by presenting a Laurentian Bank debit or VISA card.

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has nearly \$35 billion in balance sheet assets and \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada's Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products as well as investment accounts and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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