



LAURENTIAN BANK CELEBRATES ITS 25-YEAR PRESENCE IN THE QUÉBEC CITY REGION

Montréal, October 12, 2010 – Laurentian Bank celebrated the 25th anniversary of its establishment in the Québec City region last October 11. In addition to its complete line of banking services that include retail financial services, financial services for SMEs, major accounts and real estate financing, the Bank also satisfies a full range of brokerage needs through its Laurentian Bank Securities (LBS) office.

“Laurentian Bank is very proud of its accomplishments within the Québec City region over the past quarter of a century, and we intend to further affirm our commitment in the years to come,” underlines Mr. Michel Garneau, Vice-President of Retail Financial Services, Québec City and Eastern Québec Region. “This commitment is our way of thanking our clients for the confidence they have shown in us since the Bank first planted its roots in the Québec City region, and we will constantly demonstrate our appreciation of that trust.”

A Growing Presence Over the Years

After initially unfurling its banner with the opening of three branches in 1985, followed by three others successively between 1988 and 1990, Laurentian Bank took an unprecedented step forward in 2001 by acquiring seven branches from other institutions. Starting in 2004, the Bank also introduced its innovative financial services boutique concept in Québec City, with three of its branches in the region designed around this concept today. Presently, the Bank has 150 employees stationed at 12 service points for individuals and businesses in the National Capital area. Moreover, on November 29, the institution will be inaugurating its new Regional Business Centre in the Jules-Dallaire complex. Employing another innovative concept, the Centre features a refined and welcoming design and will be distinguished by its simplicity, accessibility, proximity and client-focused approach, offering a full range of service under a single roof.

The Bank’s commercial and SME financial services sector has also established a strong presence within the region. Currently serving more than 350 clients, this sector had grown considerably over the past four years, and its team comprised of 11 experts in financing offers extensive experience in the development of custom-tailored solutions throughout the entire eastern Québec territory.

For its part, LBS opened its first branch in Québec City in 1998. Then, in December 2000, this Laurentian Bank subsidiary acquired Tassé and Associates, and this past year, LBS increased its number of local investment advisors from four to 14 in order to better respond to the brokerage needs of individuals and businesses in the region.

Also active in Québec City since 1998, Laurentian Bank’s major accounts group recently engaged a new senior manager to further increase its presence within this market. Similarly, in 2009, the Bank established a Vice-Presidency of Real Estate Financing in Québec City to offer its clientele in this market more personalized service. Finally, the institution is highly active in the region’s multi-housing market as well.



Press release

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A Prime Contributor to the Region

In addition to being a major player in the National Capital region's business affairs, Laurentian Bank participates actively in the socio-economic life of this increasingly effervescent milieu. More specifically, the Bank contributes to the well-being of the region's citizens through its commitment to numerous local organizations and the sponsorship of groups and events focused on families. For example, the organization is now sponsoring the new *Il était une fois...* costume workshop at the Musée de la civilisation, a regional soccer league composed of many teams, and Ski Québec Alpin that holds competitions at the regional level.

Among other organizations, the Bank is lending its enthusiastic support to the work and activities of the Carrefour des enfants de Saint-Malo, the Fondation du CHUQ, the Centre d'aide et d'action bénévole de Charlesbourg, the Lorette Golf Club, and the Media's Big Food Drive. Furthermore, it organizes a golf tournament with its clients and partners to raise funds for a number of organizations operating in the Québec City region.

Recognized for the quality and variety of its services, Laurentian Bank is distinguished by its client-focused approach. Promoting proximity and simplicity in the way it treats its clientele, the Bank places particular importance on human contact, which has been one of the keys to its success in the Québec City market and in every other market in which it operates.

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 \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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