



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK CO-PRESENTING THE NATIONAL HOME SHOW FOR THE FOURTH CONSECUTIVE YEAR \$4 savings offered to Laurentian Bank clients

Montréal, March 18, 2011 – Laurentian Bank is proud to be partnering with the National Home Show at Place Bonaventure in Montréal. This year's event is being held March 18-27, 2011.

Visitors are invited to drop by the Laurentian Bank Area. The Bank is running a special promotion at this year's event, offering a \$500 BMR 360 card to any visitor who opens a mortgage with the institution.

The Laurentian Bank Area will also feature a video game entitled *The Moment to Win!* The game consists of five 60-second challenges on a renovation theme, and players have the chance to win a \$3,000 travel voucher.

Clients who hold a Laurentian Bank credit or debit card will be able to enjoy a \$4 saving on the cost of entry to the National Home Show. To take advantage of this offer, they simply need to present their Bank card when purchasing their ticket at the counter on-site. Tickets may also be obtained online from the Laurentian Bank Web site at www.laurentianbank.ca.

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 3,700 people.

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