
THE MONTRÉAL METRO COMPLEMENTED BY A NEW STATION: INTRODUCING LAURENTIAN BANK CAREER STATION

Montréal, January 18, 2011 – Montréal's underground network has been enhanced with the addition of a new station — *Laurentian Bank Career Station*, a permanent recruitment centre located inside the Berri-UQAM metro station. Staffed by some 30 individuals, this veritable job store has been designed not only to attract new talent to the Bank, but also to offer a complete range of transactional services and banking counsel.

A First in the Canadian Banking Industry

Laurentian Bank is the first financial institution to be responding to its recruitment needs in such dynamic fashion! Having posted record growth over the past five years, the Bank intends to hire 100 candidates a year during the next five years to meet the recruitment requirements of its branch network, client contact centre, and its corporate sector. A direct result of this expansion, *Laurentian Bank Career Station* will henceforth serve as the principal gateway to a career in the banking industry. It is also a concrete manifestation of the organization's dedication to maintaining proximity and of the importance it assigns to human capital.



A Unique Way of Shopping for a Job

Candidates who stop in at *Career Station* will discover an environment that is both modern and functional designed by the internationally renowned Québec architectural firm of Ædifica. The space is divided into three principal zones. The first constitutes a most innovative recruitment centre featuring interactive terminals that display available positions, as well as a number of multimedia screens. Here, candidates also have the opportunity to sit down with recruiters in a relaxed setting, with no appointment necessary. The second zone is a branch in and of itself offering a full spectrum of transactional services and financial advice. Finally, visitors can make use of the client contact centre where Bank employees interact with clients in real time. With its refined and futuristic design and giant screens gracing the picture window, Laurentian Bank's recruitment centre represents a truly original and dynamic concept that, like the Bank itself, is totally oriented around the client.



Press release

FOR IMMEDIATE RELEASE

The Berri-UQAM Station: An Ideal Home

In establishing the new facility within the most travelled station in Montréal's subway network, the Bank is gaining unparalleled daily visibility while being at the heart of a wealth of young talent frequenting Université du Québec à Montréal. "Our new *Career Station* also serves as a natural extension of our exclusive agreement with the Société de transport de Montréal for the operation of automatic banking machines in the underground network," underlines Luc Bernard, Executive Vice-President of Retail and SME Financial Services. "The STM will be investing close to \$10 million over the coming years in the architectural redevelopment of the Berri-UQAM station, and we are very proud to be laying a cornerstone with this major project and to be pursuing our commitment to the *Society in Motion* campaign."

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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Source:

Manon Stébenne

Senior Manager
Media and Public Relations
514 284-4500, extension 8232
manon.stebenne@banquelaurentienne.ca

Information:

Mary-Claude Tardif

Public Relations Advisor
514 284-4500, ext. 4695
Mary-claude.tardif@banquelaurentienne.ca

Catherine Zemelka

Public Relations
Agency IN
514 992-0449
catherine@agencein.com