



LAURENTIAN BANK OF CANADA

PRESS RELEASE

For immediate release

LAURENTIAN BANK OFFERS A UNIQUE BANKING EXPERIENCE TO ITS CUSTOMERS WITH ITS NEW ESPRESSO BANK-CAFÉ

Montreal, September 13, 2004 – Today, Laurentian Bank inaugurated its Espresso Bank-Café. This is another step in the deployment of the Laurentian Bank's three-year plan.

Innovative and unique in North America, the Espresso Bank-Café located at 1447 Van Horne Ave., in Outremont, brings together two institutions with deep roots in Quebec: Laurentian Bank and Van Houtte Café. These two companies are pooling their know-how to offer their customers the products and services that have made their reputation, in a warm atmosphere with upscale decor.



© Stéphane Dumais

With the concept of the Espresso Bank-Café, Laurentian Bank and Van Houtte Café share a common space in an open area, where they will offer their products and services in a distinct but well-integrated way. A lounge section in the centre allows customers to relax. The two establishments' customers can visit either of the businesses or take advantage of the opportunity to combine two needs.



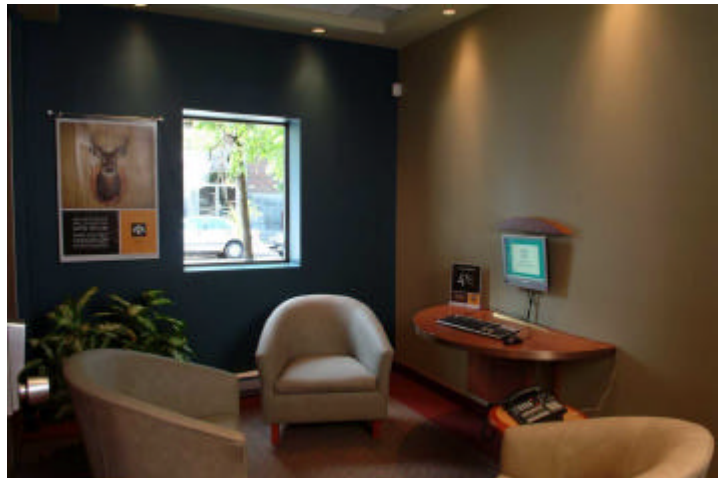
© Stéphane Dumais

Revamped service and longer business hours

Quality of service and proximity are the values at the heart of this new neighbourhood approach to banking. The Laurentian Bank area has been completely rethought in order to provide its customers with a more relaxed and friendly environment. Advisors' offices in particular have been turned into consulting lounges, while service counters allow customers to sit comfortably during their transactions.

We also took the opportunity to extend this branch's business hours; it is now open until 6:00 p.m. on Monday, Tuesday and Friday and 8:00 p.m. on Wednesday and Thursday. On Saturday, in order to simplify the lives of customers, whose schedules are increasingly hectic, business hours are from 9:00 a.m. to 1:00 p.m.

“Our objective with the Espresso Bank-Café is to create an attractive and surprising point of sale. We want customers who come into the branch to have a different experience; we don't want them to feel rushed or intimidated,” explained Réjean Robitaille, Executive Vice-President, Retail Financial Services at Laurentian Bank. “We want to create a climate of closeness with our customers, because we believe that a bank must be a partner to its customers. This is why we need to take the time to truly discuss our customers' objectives, values and future projects with them. As a neighbourhood bank, at the heart of people's lives, we will also provide information seminars on different subjects to demystify the management of personal banking.”



© Stéphane Dumais

The Espresso Bank-Café is a pilot project. Laurentian Bank and its partner Van Houtte Café will closely monitor the results over the coming months in order to determine the next steps. This innovative project is part of the Laurentian Bank's development strategy as it strives to find new ways to enhance customer service.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion. The Bank offers highly competitive products and superior personalized service to meet the banking and financial needs of individuals and small and medium-sized businesses, and independent financial advisors. The Bank's common shares (ticker symbol: LB) trade on the Toronto Stock Exchange. The address of the Bank's website is www.laurentianbank.com

-30-

Information:

Laurentian Bank of Canada

Gladys Caron
Vice-President, Public Affairs and Communications
Office: (514) 284-4500, extension 7511
Cellular: (514) 893-3963
gladys.caron@banquelaurentienne.ca