



**LAURENTIAN BANK
OF CANADA**

PRESS RELEASE

For immediate release

**LAURENTIAN BANK INAUGURATES THREE FINANCIAL SERVICES
BOUTIQUES OF THE NEW CONCEPT IN GATINEAU, MASCOUCHE
AND SAINTE-DOROTHÉE**

Montreal, December 13, 2004 – Last week, Laurentian Bank inaugurated three financial services boutiques of the new design concept, located in Gatineau (Hull Sector), Mascouche and Sainte-Dorothée (Laval).

The three branches follow the launch of the first of such new-concept financial services boutiques in Blainville last November. And another one will open its doors in LaPrairie in early 2005. This initiative supports the Bank's strategy aimed at further reinforcing its position as the third largest financial institution in Quebec.

The new branches use an original approach to architectural design and to client in-branch experience. The concept eliminates physical barriers between the Bank's employees and clients through the use of innovative features, such as service islands instead of traditional counters. The result is a welcoming non-traditional environment. The new dynamic space encourages customers to circulate freely at the branch. Laurentian Bank's financial services boutiques offer their clients new play areas for children, a lounge corner to relax with a cup of coffee, as well as a library section where customers could learn about different banking-related subjects.

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion and \$15 billion in assets under management. The Bank offers highly competitive products and superior personalized service to meet the banking and financial needs of individuals, small and medium-sized businesses and independent financial advisors. The Bank's common shares are traded on the Toronto Stock Exchange (ticker symbol: LB). The address of the Bank's website is www.laurentianbank.com

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