

#### PRESS RELEASE

For immediate release

# To celebrate its 100<sup>th</sup> anniversary, Laurentian Bank's branch located at 3730 Saint-Laurent Street will become a Financial Services Boutique

**Montreal, December 2, 2005** – To celebrate its 100<sup>th</sup> anniversary, Laurentian Bank's branch located at 3730 Saint-Laurent Street in Montreal is pleased to announce that it will be transformed into a Financial Services Boutique in 2006. This branch has been contributing to the economic development of Downtown Montreal since 1905. And with the new modernized look and fresh attitude it will be ready to tackle yet another century.

## **Financial Services Boutique concept**

The new branches of this concept have been completely redesigned. In addition to their original architectural solutions, Financial Services Boutiques use a new approach to inbranch client experience. This concept eliminates physical barriers between the Bank's employees and clients through various innovative features, such as the use of service islands instead of traditional counters. The result is a welcoming non-traditional environment. The new dynamic space encourages people to circulate freely at the branch. Laurentian Bank's Financial Services Boutiques also offer their clients new lounge areas to relax with a cup of coffee as well as a library section to learn about different banking-related subjects.

#### **About Laurentian Bank**

Founded in 1846, Laurentian Bank ranks seventh among Canadian Schedule I banks, with assets in excess of \$16 billion and close to \$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 <a href="https://www.laurentianbank.ca">www.laurentianbank.ca</a>.

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