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## **TWO CARDS IN ONE FOR FADOQ MEMBERS WITH LAURENTIAN BANK VISA**

**Montréal, April 9, 2013** – Laurentian Bank is pleased to announce that it has established a partnership with the FADOQ Network, the largest association of people aged 50 and over in Québec. Thanks to this partnership, FADOQ members can now enjoy exclusive benefits with the FADOQ VISA Gold Privileges card. This free card also serves as FADOQ's membership card and provides access to all of that organization's privileges.

Among its numerous benefits, cardholders can renew their annual FADOQ Network membership for free if they charge an average of \$500 in purchases per month to their card. There is also a loyalty program in place offering an up to 1% reward for each dollar charged to the account.

Mr. Guy Mongrain has agreed to serve as official spokesman for the program among FADOQ members. Himself a client of Laurentian Bank for more than 30 years, Mr. Mongrain's involvement brings a sense of respect and authenticity to the program — core values that are shared by both the Bank and FADOQ. "Not only does this card offer a multi-faceted and generous loyalty program," he underlines, "but it also constitutes a distinctive product custom-tailored to meet the needs of FADOQ members. It's really a winning formula for everyone."

### **A New, More Adapted Approach**

Laurentian Bank is clearly demonstrating its commitment to a very important clientele through this partnership. "We are very proud to be bringing this new program to the members of the FADOQ Network," explains Stéphane Gagnon, the Bank's Senior Vice-President of Marketing and Product Management. "Featuring characteristics that expressly respond to the needs of members, this agreement also testifies to the value we accord to developing partnerships with well-respected organizations. It is a positioning that serves to illustrate our dedication to excellent client service fuelled by our unique brand of passion."

### **About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$34 billion in balance sheet assets and \$36 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the Canada's Passion Capitalists program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products as well as investment accounts and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely known for its expertise and effectiveness nationwide.



# Press release

FOR IMMEDIATE RELEASE

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