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## PRESS RELEASE

*For immediate release*

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### LAUNCH OF MAXAFFAIRES DASHBOARD, AN INNOVATIVE E-SERVICE OFFERED EXCLUSIVELY AT LAURENTIAN BANK

**Montreal, June 7, 2007** – Laurentian Bank of Canada has launched its **MAXAFFAIRES** Dashboard, a fee-free electronic financial data transfer solution designed for its commercial clients. The **MAXAFFAIRES** Dashboard automatically transmits tracks and processes financial information. It simplifies all data exchanges between commercial clients – mainly SMEs – and Commercial Financial Services of the Bank, while ensuring security and transparency of operations. Laurentian Bank thus becomes the first financial institution in Quebec to offer this type of service.

The **MAXAFFAIRES** Dashboard automated service uses the accounting software and Excel files already run at most companies, which can produce and transfer financial data including various documents that the Bank requires to manage its clients' credit accounts. Therefore, Bank clients can considerably reduce the time they otherwise spend on such tasks as printing, copying, faxing and mailing in the course of their various document exchanges with the Bank. Moreover, because companies upload their financial information directly from their software, the risk of errors is virtually eliminated.

Among other features, the **MAXAFFAIRES** Dashboard gives Laurentian Bank's commercial clients access to the financial history of their companies by uploading their previous financial reports. Therefore, Bank clients can view the evolution of their financial situation and understand their business in order to make well-founded strategic decisions. The **MAXAFFAIRES** Dashboard service is available 24/7 and can be accessed from anywhere in the world.

"With our new **MAXAFFAIRES** Dashboard e-service, our commercial clients can now easily analyze the current state and evolution of their companies' financial ratios, as well as receive summaries of their financial health, which would greatly simplify the management task," says Mr. Luc Bernard, Executive Vice-President, Retail Financial Services and SME at Laurentian Bank. "Besides simplified communications with our financial services, our clients can also take advantage of the most evolved service with high strategic added value, helping them understand the key elements in the evolution of the financial situation of their organizations."

#### **About Laurentian Bank**

Laurentian Bank of Canada is a Quebec banking institution that operates across Canada and is dedicated to meeting its clients' financial needs through excellence in service, as well as through its simplicity and proximity. The Bank serves individual consumers and small and medium-sized businesses, as well as financial advisors through B2B Trust. It also provides full-service brokerage solutions through its Laurentian Bank Securities subsidiary. Laurentian Bank is well established in the Province of Quebec, operating the third largest retail branch network and is also a performing player in specific market segments elsewhere in the country. Laurentian Bank of Canada has over \$17 billion in balance sheet assets and \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,300 people. Its common shares are listed on the Toronto Stock Exchange (TSX: LB). For more information, please visit [www.laurentianbank.ca](http://www.laurentianbank.ca).

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