



**LAURENTIAN  
BANK**

---

**PRESS RELEASE**

For immediate release

---

**LAURENTIAN BANK AND VAN HOUTTE  
INAUGURATE THEIR SECOND ESPRESSO BANK-CAFÉ  
AND OFFER COFFEE TO MONTREALERS**

**Montreal, May 7, 2008** – Laurentian Bank and Van Houtte inaugurated their second Espresso Bank-Café, located at 5059 Parc, near Laurier Street. The Bank-Café was inaugurated with the following people in attendance: Réjean Robitaille, President and CEO of Laurentian Bank, Luc Bernard, Executive Vice-President, Retail and SME Financial Services, Claude Sasseville, Vice-President, Montreal Centre Region, Francine Boisjoly, Assistant Vice-President, Plateau Market, and Alain Racicot, Marketing and merchandising director for Van Houtte.

An inauguratory cocktail was held in the evening with representatives and customers of the Bank and Van Houtte, as well as with business people and local residents. "We are thrilled by the success of our Espresso Bank-Café concept, which has opened its second café", pointed out Luc Bernard on this occasion. This concept, which resulted from this exemplary partnership with Van Houtte, allows us to uniquely integrate into local life and offer customers quality services, a close relationship and business hours that are convenient for everyone, and which include Saturdays.

Laurentian Bank, along with Van Houtte, has indeed developed this bank-café concept, inspired by the trend that has won fans over the past few years in Europe and North America. This retail banking services centre has used the same innovative formula that was successfully implemented by the Bank in 2004 in Outremont: the Espresso Bank-Café offers a different approach of improving the customer experience and simplifying the administration of banking affairs in a relaxed, community atmosphere.

**Special attention for our customers**

On Thursday morning, May 8, a special squad from the Bank and Van Houtte will offer passers-by a coffee to highlight the partnership between both companies (at the corners of Laurier Street and Parc Avenue). Therefore, every Montrealers is invited to taste a unique experience.

As well, upon opening one of the following bank products: a joint or personal transactional account (with payroll deposit and/or bank package), new investment (minimum investment of \$500), line of credit, personal loan and/or mortgage, the customer will have the chance to enter a draw for an espresso coffeemaker worth \$1,500.

Laurentian Bank has 66 branches on the Island of Montreal. Its 156 branches, including 25 financial services boutiques and two Espresso Bank-Cafés, form the Bank's total network.

**About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing itself through excellence in service, as well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Quebec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,400 people.

-30-

Information:

Nora Bouikni  
Public Relations Advisor  
Public Affairs and communications  
Office: 514 284-4500, extension 6379  
[nora.bouikni@banquelaurentienne.ca](mailto:nora.bouikni@banquelaurentienne.ca)