



LAURENTIAN
BANK

PRESS RELEASE

For immediate release

**LAURENTIAN BANK'S "LA BANQUE DE MA MAISON" WEBSITE
HONOURED AT THE BOOMERANG GALA**

Montreal, December 17, 2007 – On December 6th, the Laurentian Bank's microsite, www.labanquedemamaison.ca, was prominent at the Boomerang gala, which pays tribute to the best there is on Quebec's interactive communication scene. The Bank's microsite, produced by the bleublancrouge agency, was awarded a prize in the **B2C websites** – large business category [*Sites Internet – B2C – Grande entreprise*].

Produced to shed light on and simplify the various steps involved in becoming a homeowner, the microsite features a little girl of about 10 years of age who guides visitors through the four main steps involved in buying a house: *Mon budget, ma réalité* [my budget, my reality]; *Ma maison, mon environnement* [my house, my environment]; *Mon hypothèque, ma maison*; [my mortgage, my house]; and *Mes projets, mes ressources* [my projects, my resources].

Because the Bank is close to people and has understood that becoming a homeowner can appear complicated and intimidating, it wishes to guide and advise future owners. Thanks to its network of experts and vast line of tailored mortgage products, Laurentian Bank is truly the homeowner's bank.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering diversified financial services to its clients. 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 close to \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,300 people.

-30-

Information:

Gladys Caron

Vice-President, Public Affairs, Communications and
Investor Relations

Office: (514) 284-4500, extension 7511

Cellular: (514) 893-3963

gladys.caron@laurentianbank.ca