



LAURENTIAN
BANK

PRESS RELEASE

For immediate release

LAURENTIAN BANK OF CANADA INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE IN BOUCHERVILLE

Boucherville, May 3, 2007 – Laurentian Bank of Canada has officially inaugurated its new Financial Services Boutique located at 999 de Montarville Blvd., Boucherville, in the presence of Mr. Reynald Gagné, Pro-mayor of the City of Boucherville, Mr. Jean-Robert Lessard, President of Chambre de commerce de la Rive-Sud, Mr. Charles Desmarteau, President of Association des gens d'affaires de Boucherville, Mr. Réjean Robitaille, President and CEO of Laurentian Bank, Mr. Luc Bernard, Executive Vice-President, Retail and SME Financial Services, and Mr. Claude Sasseville, Vice-President, East of Montreal and South Shore. Many clients and business people of the region have gathered at a cocktail party to celebrate this event in an artistic atmosphere.

Claude Sasseville, Vice-President, East of Montreal and South Shore, talks about Laurentian Bank's strategic orientation: "The Bank is on a mission to become the third largest bank in Quebec. To achieve this goal, we build on various strategies. First, focus on our key strength – our passion for client interests – that translates into our advice services. Second, stay close to our clients and contribute to making their life easier. Finally, continue to innovate, finding creative and original solutions. The Financial Services Boutique is thus a result of this approach and of the exhaustive research of the leading trends in the world's bank industry."

"We are confident in the success of our Boucherville Boutique. This way, we will further contribute to the economic life of the South Shore region, where Laurentian Bank continues to build its presence. We also appreciate the warm welcome and support from the local population," concluded Mr. Sasseville.

Financial Services Boutiques: a reinvented in-branch banking experience

Financial Services Boutiques are much more than mere points of service. Everything has been reevaluated and redesigned architecturally to enhance the sense of proximity and thus create an easy flowing floor plan that eliminates physical barriers between Bank clients and employees. This welcoming, nontraditional environment invites people to circulate freely in the Boutique that includes a new play area for kids, a coffee lounge to relax with a cup of coffee and a library zone to learn more about various banking-related subjects.

The Boutique offers a dynamic and stimulating environment, a fresh and warm atmosphere, a source of information on financial services, a place where clients would want to stay a little longer.

About Laurentian Bank of Canada

Laurentian Bank of Canada is a Quebec banking institution operating across Canada, dedicated to meeting the financial needs of its clients through the excellence of its service, its simplicity and its proximity. The Bank serves individual consumers, small and medium-sized businesses as well as, through B2B Trust, independent financial advisors. It also provides full-service brokerage solutions through the Laurentian Bank Securities subsidiary. Laurentian Bank is well established in the Province of Quebec, operating the third largest retail branch network and is a performing player in specific market segments elsewhere in the country. Laurentian Bank of Canada has over \$17 billion in balance sheet assets and close to \$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.

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