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**PRESS RELEASE**

*For immediate release*

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**LAURENTIAN BANK'S "LA BANQUE DE MA MAISON" WEB SITE  
LAUDED AT THE DIGITAL MARKETING AWARDS**

**Montreal, November 19, 2007** – The Laurentian Bank [www.labanquedemamaison.ca](http://www.labanquedemamaison.ca) microsite, which discusses the four major steps involved in buying a house in a simple and refreshing manner, was recognized in Toronto on October 4, during the Digital Marketing Awards. This event is presented annually by *Marketing* magazine to reward the best interactive marketing productions in Canada.

The Bank's microsite, produced by bleublancrouge, stood out in the "Financial Services" category by bringing home the top prize—a *Silver* mention, as no *Gold* was given out in this category.

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 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 \$18 billion in balance sheet assets and over \$15 billion in assets under administration. Founded in 1846, the Bank employs 3,400 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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