



Press release

FOR IMMEDIATE RELEASE

STÉPHANE GAGNON, SENIOR VICE-PRESIDENT, MARKETING AND PRODUCT MANAGEMENT AT LAURENTIAN BANK, EARNS THE ASSOCIATION DES PROFESSIONNELS DE LA COMMUNICATION ET DU MARKETING'S TITLE OF PERSONNALITÉ EXSTRATORDINAIRE

Montréal, May 25, 2011 – Mr. Stéphane Gagnon, Senior Vice-President of Marketing and Product Management at Laurentian Bank, received the Personnalité ExSTRATordinaire prize in the “Advertisers-Clients” category at the Association des professionnels de la communication et du marketing (APCM) Grand Gala held this past May 12. This prize recognizes a personality in the communications and marketing world who has demonstrated exceptional leadership and strategic thinking.

“On behalf of the entire Laurentian Bank team, I would like to congratulate Stéphane for this special distinction,” declared Luc Bernard, the Bank’s Executive Vice-President of Retail Financial Services and SME Québec. “Stéphane is a natural communicator who inspires people with his simplicity and the unifying role he plays within his team. He is also a born leader with a wealth of experience, but most notably, he has a keen ability to understand the strategic issues that the Bank is confronting.”

Stéphane Gagnon is responsible for all of the Bank’s marketing and product management activities in Québec. More specifically, he oversees all initiatives related to the client experienced. In addition, he is in charge of all projects involving the strategic planning of this business line, which represents approximately 75% of the financial institution's workforce.

Over the course of his career at the Bank, Stéphane Gagnon has successfully executed numerous major projects that have contributed to the advancement of the institution and to setting it apart from its competition. These projects include the implementation of client knowledge tools, the repositioning of the Laurentian Bank brand so as to demonstrate its distinct character and, thus, enable it to more effectively reach its clientele, as well as the introduction of a new bank branch concept known as financial services boutiques. Moreover, Stéphane participated in the opening of Laurentian Bank’s Career Station, a permanent recruitment centre located at the Berri UQÀM subway station developed to meet the institution’s need to attract new personnel in view of the growth it has enjoyed over the past few years.

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 \$23 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,700 people.

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