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## **LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE AT COMPLEXE JULES-DALLAIRE IN QUÉBEC CITY**

**Montréal, March 24, 2011** – On Tuesday, March 22, Laurentian Bank inaugurated its new financial services boutique at the Jules-Dallaire building in Québec City. Some 250 people were present at the event, including numerous clients and guests from the local business community.

“This new financial services boutique is an evolution of an original and exclusive concept developed by the Bank over the past decade,” explained Mr. André Maurice, Manager of the branch. “The new approach is characterized by an innovative layout and a refined and welcoming design based on simplicity, accessibility, proximity and client care. This latest generation of branches not only features a new look, but also a space that promotes client comfort and facilitates their banking experience.”



Ribbon-cutting ceremony

The new branch occupies an area of 15,000 square feet and has some 50 employees. Representing Laurentian Bank’s 12th service point in the Québec City area, it also serves as home to the Bank’s regional business centre, offering companies and organizations of all sizes the full range of the institution’s MAXAffaires Services.

“Our new Québec City financial services boutique is the largest establishment within Laurentian Bank’s branch network,” underlines Mr. Luc Bernard, Executive Vice-President of Retail and SME Québec. “The inauguration of this branch is part of our expansion strategy for the highly dynamic Québec City market, which constitutes one of our three priority markets.”

The Bank’s complete range of services is now available to various clienteles within the region. These offerings include those provided by Retail and SME Financial Services, the specialized services of the Real Estate and Commercial segment, Multi-Unit, Micro-Business and Major Accounts services, as well as brokerage services from the Laurentian Bank Securities office also located on Laurier Boulevard.



# Press release

FOR IMMEDIATE RELEASE

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## 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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