

## **LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE IN LAVAL**

**Montréal, November 13, 2012** – Today marks the official inauguration of Laurentian Bank’s new financial services boutique located at 1699 Le Corbusier Boulevard in Laval. Numerous clients and business partners are to be on hand for the event.

“Our new financial services boutique reflects the evolution of an original and exclusive concept developed by the Bank over the course of the last decade,” explains Luc Bernard, Executive Vice-President of Retail and SME Financial Services. “Our approach places the accent on the closest of relations with our clients, while promoting the accessibility and simplicity of our services. In the case of this particular boutique, we have expanded our premises so as to be able to offer Laval residents a comprehensive range of services under a single roof.”



Photo of ribbon cutting event

Proximity and simplicity have been the distinctive hallmarks of Laurentian Bank’s approach to client relations since its earliest beginnings some 166 years ago, and the organization is firmly committed to maintaining these guiding principles as it moves forward.

### **About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$35 billion in balance sheet assets and over \$32 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada’s Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,000 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its



# Press release

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subsidiary, B2B Bank, is a Canadian leader in providing banking products to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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