



PRESS RELEASE

For immediate release

**LAURENTIAN BANK OF CANADA INAUGURATES ITS NEW
FINANCIAL SERVICES BOUTIQUE IN KIRKLAND**

Kirkland, October 16, 2007 – Laurentian Bank of Canada has officially inaugurated its new Financial Services Boutique located at 3876, Saint-Charles blvd, Kirkland, in the presence of Mr. Réjean Robitaille, President and CEO of Laurentian Bank, Mr. Luc Bernard, Executive Vice-President, Retail and SME Financial Services, and Mr. Claude Sasseville, Regional Vice-President. Many clients and business people of the region have gathered at a cocktail party to celebrate this event.

Luc Bernard 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."

In addition to the Laurentian Bank's usual line of retail financial services, the Kirkland Boutique is innovating in offering three other services: Commercial Banking Centres, Laurentian Bank Securities and Private Banking.

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

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.

Laurentian Bank has seven branches in the West Island region. The Bank's network comprises 157 branches, including 20 financial services boutiques.

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.

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