



Press release

FOR IMMEDIATE RELEASE

RÉJEAN ROBITAILLE, PRESIDENT AND CHIEF EXECUTIVE OF LAURENTIAN BANK, TO SPEAK AT QUEBEC ASSOCIATION OF MBAs CONFERENCE

Montréal, October 27, 2009 – Laurentian Bank is pleased to announce that its President and CEO, Mr. Réjean Robitaille, will be speaking at the Fasken Martineau luncheon conference to be presented by the Québec Association of MBAs on October 28, 2009. The conference will begin at 1:50 p.m. at the Omni Mont-Royal Hotel, located at 1050 Sherbrooke Street West in Montréal.

Entitled, *Financial Services: The New Reality*, Mr. Robitaille's presentation will focus on how the financial services industry has been transformed. In particular, he will review how Laurentian Bank has successfully adapted to these changes and implemented strategies to effectively respond to the new realities.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating 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 \$21 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

-30-

Information:

Gladys Caron
Vice-President
Public Affairs, Communications and Investor Relations
514 284-4500, extension 7511
gladys.caron@banquelaurentienne.ca