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**PRESS RELEASE**

*For immediate release*

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*30 years in the community*

## **OPENING OF A NEW LAURENTIAN BANK FINANCIAL SERVICES BOUTIQUE IN TERREBONNE**

**Terrebonne, October 4, 2007** – Laurentian Bank is pleased to announce that its new financial services boutique, located at 1090 Moody Blvd. in Terrebonne, is now open. The director of the boutique, Denis Desroches, and his entire team invite customers and the public to drop in and visit this new bank branch concept and help us celebrate Laurentian Bank's 30 years of serving the Terrebonne community.

### **Financial Services Boutiques: a reinvented in-branch banking experience**

Financial Services Boutiques are much more than mere points of service. Everything has been re-evaluated 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 five branches in the Lanaudière region. The Bank's network comprises 158 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](http://www.laurentianbank.ca).

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