



**LAURENTIAN BANK HONOURS PUBLIC'S EFFORTS
TO PRESERVE MONTREAL'S HERITAGE**

Montreal, September 24, 2010 – The Laurentian Bank is pleased to act once again as key partner for the Montreal Architectural Heritage Campaign (MAHC). For the second year in a row, the Bank's association with this event aims to recognize the efforts of Montrealers concerned with preserving and revealing the city's rich architectural heritage. In order to honour owners of selected residential and commercial buildings throughout the island of Montreal, five prestigious Special Awards and 40 Heritage Emeritus Awards will be presented today.

The goal of the MAHC campaign is to increase the public's awareness of Montreal's exceptionally rich architectural heritage. As such, it hopes to encourage homeowners to maintain their properties and remain true to their original architectural features when renovating them.

"Despite its great architectural diversity, Montreal has a truly unique and distinctive heritage that must be protected by both its private and corporate citizens. For this reason, the Laurentian Bank is pleased to act as a partner in this event," stated Mr. Luc Bernard, Executive Vice-President, Retail and SME Financial Services. "For 164 years, we've played an active role in Montreal's socioeconomic life and like many of its citizens, we are attached to the city's architecture, which needs to be preserved for future generations."

About the Laurentian Bank

The Laurentian Bank of Canada is a banking institution that operates across Canada and offers its clients a wide range of financial services. The Bank distinguishes 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.

The 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. The Laurentian Bank of Canada has more than \$22 billion in balance sheet assets and over \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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