



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE IN REPENTIGNY WITH A WINTER CELEBRATION FOR FAMILIES

Repentigny, January 20, 2012 – Laurentian Bank will be holding a winter family celebration tomorrow, January 21, to mark the opening of its brand-new financial services boutique at 85, boulevard Brien in Repentigny.

Families from the surrounding area are invited to attend the festive event, with children to enjoy the opportunity of having their faces painted, playing on inflatables, getting their pictures taken by members of the Little Heroes Club, and more. The Bank will also be drawing a \$50 Sports Experts gift card, as well as numerous prizes for the youngsters who participate in the *My Favourite Winter Activity* drawing contest organized in local schools and daycares.

“It is to reinforce our relations with the community that we chose to inaugurate our new branch with a free family celebration accessible to one and all in the community,” underlines Luce Drainville, Client Relations Manager at the Repentigny branch. “Laurentian Bank is an institution that stands apart for its client service, and we are firmly committed to maintaining close ties with the communities in which we operate.”

The branch’s original approach is characterized by an attractive and warm ambiance that fosters simplicity, accessibility, proximity and personalized client service. The establishment’s new look and configuration promotes a feeling of total comfort for clients, while further facilitating their banking experience. Upon their arrival at the new financial services boutique, clients are immediately greeted and directed based on their needs. If they cannot be served immediately, they are invited to have a seat in an inviting lounge-style waiting area rather than having to stand in a line. This new generation financial services boutique is the third branch to open its doors in the Greater Montréal area, bringing the number of Laurentian Bank branches in Repentigny to three.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing 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 Québec, 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 \$24 billion in balance sheet assets and more than \$35 billion in assets under administration.



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Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 3,700 people.

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