
**LAURENTIAN BANK INAUGURATES ITS NEW FINANCIAL SERVICES BOUTIQUE
IN LAVAL DURING A FAMILY CELEBRATION WITH A HALLOWEEN THEME**

Laval, November 1, 2010 – This past October 30, Laurentian Bank officially inaugurated its new financial services boutique located at 5720, boulevard des Laurentides in Laval. The opening was a festive family affair with a Halloween theme.

Several dozen families from the area were on hand, with children in tow. The young ones were treated to face painting and inflatable games. They also had an opportunity to have their pictures taken by members of the Bank's Little Heroes Club and were presented with Club goody bags.



Accompanied by local children and members of the Little Heroes Club, Branch Manager, Mr. Jean-François Chalifoux, proceeded to cut the inaugural ribbon.

Pictured from left to right: members of the Little Heroes Club, Branch Manager, Jean-François Chalifoux, Assistant Vice-President of the Laval local market, Yvon Dufresne, two of the youngsters in attendance, Client Service Manager, Christian Haykal, and Retail Services Advisor, Benoit Lemarier.

“It is to reinforce our relations with the community that we decided to inaugurate our new branch in the form of a free and readily accessible family celebration,” underlined Jean-François Chalifoux, Manager of the Auteuil branch. “Laurentian Bank is an institution that has distinguished itself through its client service, and we are committed to maintaining the closest of relations with the communities in which we operate.”

Financial services boutiques are actually full-service bank branches whose spatial configuration, architecture and furnishings have been completely rethought so as to simplify the banking experience and make them as comfortable and friendly as possible. The Auteuil boutique features a drive-through teller, a library nook, a bistro area, as well as a children's corner. The unconventional environment is designed to eliminate physical barriers between clients and branch employees.

With 10 branches located in Laval, Laurentian Bank's total network is comprised of 157 branches, including 32 financial services boutiques.



Press release

FOR IMMEDIATE RELEASE

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 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 \$23 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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