



**LAURENTIAN BANK INVESTING IN ITS BRANCH NETWORK:
CLOSE TO 30% OF BRANCHES TO BE RENOVATED BY THE END OF 2011**

Montréal, March 15, 2011 – In conjunction with its Annual Meeting of Shareholders held today in Montréal, Laurentian Bank announced a major investment program for its retail branch network. The program will see a total of 43 of its 156 branches undergo renovation between June and December 2011. The renovations will be inspired by the Bank's new generation of financial services boutiques, and the majority of its branch network will have been renovated by the end of 2011.

43 Branches to be Renovated with the Colours of the New Financial Services Boutique Concept

The renovation work on the branches will be carried out so as to reproduce the warm and dynamic ambiance that has become the hallmark of Laurentian Bank.

"As a financial institution, we must reflect today's trends and must increasingly act as retailers," underlines Luc Bernard, Executive Vice-President, Retail and SME Québec. "Our clients have expectations of us, and we owe it to them to respond as effectively as possible. They are used to shopping at attractively designed boutiques, and they expect us to welcome them in a comparable setting. Our boutique concept is aimed at adapting to the needs of our clientele by offering the flexibility they are looking for in a pleasant and convivial environment."

A Bank in Proximity and Accessible to its Clients

Through the enhancement of its branches, the Bank is reinforcing its proximity to its clientele — a distinguishing characteristic that is widely recognized within the financial services sector. Laurentian Bank's 156-branch network is the third largest in Québec. The institution also has a strong presence in Greater Montréal, where some 100 of its branches are located.

As a testament to its commitment to its clientele, Laurentian Bank has been ranked the second most admired banking institution in Québec based on the results of a survey conducted by Léger Marketing.

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 \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,700 people.

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