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## **LAURENTIAN BANK OPENS A NEW FINANCIAL SERVICES BOUTIQUE IN LAVAL**

**Laval, June 14, 2010** – Laurentian Bank is proud to announce that its new financial services boutique located at 5720 Laurentian Boulevard in Laval is now open. Based on a concept unique in North America, financial services boutiques are complete bank branches whose spatial configuration, architecture and furnishings have been entirely rethought so as to simplify the banking experience and make the sites as convivial as possible.

The non-traditional environment of these boutiques is designed to make them more welcoming and to offer a space free of physical barriers between clients and Bank employees. The new Laval boutique features a drive-through teller, a library corner, a coffee lounge, and a kid's zone. Moreover, in order to offer clients the most comprehensive range of services, the branch's team includes a mortgage development manager and two financial planning managers.

The boutique's manager, Mr. Jean-François Chalifoux, and his entire team are inviting Bank clients and the public to come meet them and visit the new branch. The boutique's business hours are as follows:

<b>Business Hours</b>	
Monday	9:30 a.m. – 4:00 p.m.
Tuesday	9:30 a.m. – 4:00 p.m.
Wednesday	9:30 a.m. – 6:00 p.m.
Thursday	9:30 a.m. – 8:00 p.m.
Friday	9:30 a.m. – 4:00 p.m.
Saturday	9:30 a.m. – 1:00 p.m.
Sunday	Closed

Laurentian Bank currently has 10 branches in Laval. In total, the Bank operates a network of 157 branches, including 32 financial services boutiques and two Espresso Bank Cafés.

### **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.



# Press release

FOR IMMEDIATE RELEASE

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