



Press release

FOR IMMEDIATE RELEASE

THE EARLIER YOU CONTRIBUTE TO YOUR RRSP AT LAURENTIAN BANK, THE GREATER YOUR CHANCES OF WINNING ONE OF TEN \$1,000 PRIZES

Montréal, November 26, 2009 – In order to encourage savers to contribute early to their RRSP, Laurentian Bank is launching a contest offering a chance to win \$1,000 each week¹. Under the banner of this contest, one prize of \$1,000 will be drawn at random every week from among all savers at all Laurentian Bank branches who contributed to their RRSP. The earlier people contribute to their plan, the greater their chances of winning because they will be automatically registered for each of the weekly \$1,000 draws to be held from the date of their contribution to the end of the contest on January 31, 2010. Each prize will be deposited in the winner's name into a Laurentian Bank RRSP, TFSA or RIFF account.

In running this contest, Laurentian Bank is striving to sensitize its clients to adopting a strategic investment approach so as to better meet their needs. In that regard, the more clients start to contribute early, the more their RRSPs will grow in value because they yield a return over a longer period of time while accumulating tax-sheltered investment earnings.

Laurentian Bank reminds its clients that the RRSP contribution deadline for the 2009 taxation year is Monday, March 1, 2010.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating 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 \$21 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

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Information:

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¹ No purchase necessary. Certain conditions apply. Contest ends on January 31, 2010. Full contest details available at Laurentian Bank branches or online at www.laurentianbank.ca.