



**LAURENTIAN BANK CO-PRESENTING THE 33RD EDITION
OF THE NATIONAL HOME SHOW**

Montréal, March 16, 2012 – Laurentian Bank is proud to be partnering with the National Home Show for the fifth consecutive year. The event starts today and runs through March 25 at Place Bonaventure.

This year, the Bank's space on the show floor will be offering a very special promotion. A 360 BMR card valued at \$500 will be presented to all those who conclude a mortgage agreement with the institution.

The Bank has also organized an activity known as *Time to Dream!*, which will allow visitors to have their picture taken in front of dream backdrop. Whether that be a shiny convertible, a magnificent kitchen or the sand and surf of Bora Bora, visitors can return home with a dreamy souvenir, while being eligible for a chance to win a \$3,000 travel gift certificate.

Finally, clients who hold a Laurentian Bank credit or debit card will be able to save \$4 on the regular price of an adult ticket to enter the National Home Show. To take advantage of this offer, clients simply need to present their Bank credit or debit card at the ticket counter on site, or enter their card number when purchasing their tickets on the Bank's Web site at www.laurentianbank.ca.

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 \$29 billion in balance sheet assets and more than \$32 billion in assets under administration. Founded in 1846, it has been selected among the Québec and Atlantic Canada regional winners of the 2011 edition of Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 4,000 people.

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