



## Press Release

FOR IMMEDIATE RELEASE

### LAURENTIAN BANK INVESTS IN THE BOARD OF TRADE OF METROPOLITAN MONTRÉAL'S *SME WEEK*

**Montréal, October 18, 2010** – Laurentian Bank is pleased to announce that it is participating for the first time this year as a partner in the *SME Week* event being presented by the Board of Trade of Metropolitan Montréal October 18-22, 2010 at the Palais des congrès de Montréal. This week of activities and conferences is aimed at providing small and medium sized enterprises in start-up or growth mode with an opportunity to meet financing professionals and successful entrepreneurs.

Among the different presenters on the bill, three Laurentian Bank representatives will be active participants. At 10:15 a.m. on Wednesday, October 20, Messrs. Carlos Leitao, the Bank's Chief Economist, and François Barrière, Vice-President of Business Development, International Markets, will be delivering a joint presentation entitled, *2011 Outlook — Economic Rebound or Decline? Impacts on the Canadian Dollar*. Then, at 10:45 a.m. on Friday, October 22, Mr. Luc Bernard, the Bank's Executive Vice-President of Retail Financial Services and SME Québec, will be taking part in the *Best Advice to Succeed in Business* panel discussion, during which a number of experts will present their strategic vision and offer their valuable insights on succeeding in business.

In addition, several Laurentian Bank experts will be on hand to advise and guide entrepreneurs in the area of financial services. Among the complete line of services offered to SMEs, the Bank can meet its clients' needs when it comes to financing, investment and international transactions. The organization also provides personalized banking services through its **MAXAffaires** services that are dedicated to optimizing business activities and success by employing a dynamic, proactive, human and innovative approach.

#### **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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Information:

**Mary-Claude Tardif**

Advisor

Public Relations

514 284-4500, ext. 4695

[mary-claude.tardif@banquelaurentienne.ca](mailto:mary-claude.tardif@banquelaurentienne.ca)