



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK PRESENTS THE VISIONARY COMPANY OF THE YEAR AWARD AT THE VISION TROPHIES EVENING

Montréal, November 24, 2010 – Laurentian Bank is extremely pleased to be associated once again this year with the Vision Trophies presentations, a joint initiative of the Chartered Accountants of Québec City and the Québec City Chamber of Commerce. The purpose of the event is to recognize the visionary talent of companies operating in the Greater Québec City region.

This partnership stems from the excellent relations between Laurentian Bank and a growing number of businesses in the Québec City and the Chaudière-Appalaches regions. Recognized for its entrepreneurial spirit, the Bank clearly understands the realities of business owners. Consequently, it is well positioned to be able to offer them personalized services that are well adapted to their situations and needs. Indeed, the Bank's solid grasp of their concerns and the issues they are confronted with is at the very heart of the confidence that binds the institution to SMEs. Moreover, Laurentian Bank firmly believes that it is essential to recognize the vision, perseverance and excellence exhibited by SMEs to stimulate innovation and competitiveness.

"Small and medium-sized enterprises that distinguish themselves through their vision serve as veritable engines driving the economic development of our region," underlines Mr. Jonathan Legault, Assistant Vice-President of SME Services for the Québec City region and Eastern Québec. "These businesses contribute substantially to the extremely positive momentum that continues to prevail within our region, and we are very proud to be celebrating their success."

25 Years of Presence within Québec City's Socioeconomic Milieu

Laurentian Bank's sponsorship of the Vision Trophies presentations coincides this year with the institution's celebration of its 25-year presence in the Québec City area. The Bank presently has 12 service points in the National Capital region, catering to individuals and businesses with a range of banking services, as well as meeting their brokerage needs with its Laurentian Bank Securities office. Recognized for the quality and variety of its services, Laurentian Bank stands apart through its client approach. More specifically, the Bank promotes proximity and simplicity in its client relations, focusing particular importance on human contact, which is one of the key factors accounting for its success within the Québec City market and everywhere else it operates.

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.



Press Release

FOR IMMEDIATE RELEASE

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 \$22 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.

-30-

Information:

Mary-Claude Tardif

Public Relations Advisor

514 284-4500, extension 4695

mary-claude.tardif@banquelaurentienne.ca