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## **LAURENTIAN BANK'S BUSINESS CREDIT CARD OFFERS PHARMACISTS A RANGE OF VALUABLE BENEFITS**

**Montréal, January 21, 2011** – Among the short-term financing solutions offered by Laurentian Bank, the business credit card provides significant benefits to help pharmacists manage their expenses effectively.

Laurentian Bank's VISA business credit card constitutes a very interesting option in numerous respects. First of all, rather than a rewards program, it offers cash back equivalent to 0.75% of the value of purchases made, which could represent a substantial amount after a certain time and does not restrict the user from choosing from among the various partners of traditional rewards programs. Secondly, clients have a full 28 days to effect payment — one of the longest periods offered on such a credit card account. The third benefit is that, when it is used to cover an enterprise's specific needs, the card's monthly statement is accompanied by a management report grouped by expense category. This facilitates accounting with respect to classifying a pharmacy's operating costs. Moreover, the credit card is always pre-approved for up to a minimum of \$15,000 for pharmacies whose financing is being handled by the Bank. In addition, the proprietor has the option of distributing the limit among several authorized users.

"Laurentian Bank's VISA business credit card is a very valuable payment instrument," underlines Monique Lo, Senior Manager of the Bank's Pharmacy sector. "However, it requires card holders to exhibit the same degree of discipline as any other credit card. When the owner pharmacist considers all the benefits their business stands to gain, particularly with clear statements that simplify the management of business expenses, it becomes quite evident that this card constitutes an indispensable tool."

Pharmacists who would like more information about the full range of financial services offered to the members of their profession by Laurentian Bank are invited to contact Monique Lo at (514) 227-2766, extension 5046. They can also visit the *Pharmacies* page on the Bank's Web site at <https://www.banquelaurentienne.ca/en/entreprises/pme/drugstore.html>.

### **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 \$15 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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