



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK'S NEW BRANCH CONCEPT ARRIVES IN REPENTIGNY

SIMPLICITY, ACCESSIBILITY, PROXIMITY AND PERSONALIZED SERVICE

Montréal, December 12, 2011 – Laurentian Bank is demonstrating its innovative service once again with the opening of a brand-new financial services boutique in Repentigny. Located at 85, boulevard Brien, Suite E1A, the new branch is opening its doors today.

“This is the third branch in the Greater Montréal area to feature this concept offering an entirely revamped client experience to make transactions as convivial as possible,” underlines Ms. Luce Drainville, Client Relations Manager. “Thanks to this new concept, we are able to extend an even warmer welcome to clients, while managing circulation better and offering a higher level of service quality than available anywhere else. In fact, this approach promotes uniquely close relations with our clientele.”

The branch's original approach is characterized by an attractive and warm ambiance that fosters simplicity, accessibility, proximity and personalized client service. The establishment's new look and configuration promotes a feeling of total comfort for clients, while further facilitating their banking experience. Upon their arrival at the new financial services boutique, clients are immediately greeted and directed based on their needs. If they cannot be served immediately, they are invited to have a seat in an inviting lounge-style waiting area rather than having to stand in a line. Ultimately, the branch's entire design is focused on providing clients with the most pleasant surroundings in which to comfortably conduct their business.

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 \$24 billion in balance sheet assets and more than \$35 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 3,700 people.

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