



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK PARTNERS WITH THE FESTIVAL D'ÉTÉ DE BELOEIL AND LAUNCHES THE *LAURENTIAN BANK LITTLE HEROES CLUB*TM

Montreal, August 6, 2008 – Laurentian Bank is pleased to announce that it will be sponsoring the *Festival d'été de Beloeil*, put on in the heart of the capital of Vallée du Richelieu from August 6 to 10. This family and cultural festival offers families shows, craft exhibits and free games, especially in Laurentian Bank's Family Zone, which has inflatable games and activities for the *Little Heroes Club*. The *Festival d'été de Beloeil* also aims to show participants the many riches of the beautiful region of Vallée du Richelieu, Quebec's gourmet region.

"At Laurentian Bank, we are thrilled to be part of the *Festival d'été de Beloeil*, which has excellent quality activities for families in the region," said Gladys Caron, Vice President, Public Affairs, Communication and Investor Relations. The event this year is even more important for us since we are launching the *Little Heroes Club* activities, which shows our commitment to children and families, and our willingness to encourage the development of community life in areas where we are located, like in the Montérégie. "

The *Little Heroes Club*

The *Little Heroes Club* makes the approach adopted by Laurentian Bank to show its support and proximity to its preferred clientele--families--and enable them to have unique and rewarding experiences. The *Little Heroes Club* will come out during events involving the Bank--festivals and celebrations throughout Quebec, cultural events focused on family and children, soccer games and tournaments--in order to encourage children to be involved in the sports, cultural and artistic life of their communities.

For this purpose, during the different hosted activities, the Bank will offer young people the *Little Heroes Club Passport*, which will keep track of the specific successes of young people in the different challenges they will go through. The Bank ultimately would like to contribute to building the self-esteem of children by applauding their achievements, both small and large.

This initiative and the participation of Laurentian Bank in many events throughout Quebec reflect its commitment to being a responsible corporate citizen. The Bank is committed to integrating into the communities in which it operates, and being part of their local socio-economic life by offering services to individuals and businesses, as well as interacting more with people with the view of increasing proximity to its customers.

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 accessibility, 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.



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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 \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,400 people.

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