



## Press release

FOR IMMEDIATE RELEASE

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### THE LAURENTIAN BANK A PROUD PARTNER OF *LA PRAIRIE EN FÊTE*

**Montreal, August 1, 2008** – The Laurentian Bank is proud to be associated with the 14th edition of *La Prairie en fête*, a community get-together taking place from August 1 to 3, 2008. All La Prairie residents can come and enjoy a family day outdoors, at the *Parc des Jésuites* (corner of Taschereau and Balmoral). Once again this year, the Bank is inviting children of all ages to frolic in the Laurentian Bank-sponsored inflatable-ride park. All kinds of performers like *Offenbach*, *La Confrérie* and the Porn Flakes (Loco Locass, Patrick Bourgeois, Lulu Hugues, Andrée Watters, Frédéric DeGrandpré, etc.), to name just a few, will take the stage later in the day. Families can also enjoy a dizzying variety of games, activities and shows being offered throughout the weekend.

In addition, employees of the La Prairie branch will showcase their banks' community involvement by generously donating their time. Among other activities, they will be giving out free balloons with the Bank's logo. "The Laurentian Bank's entire La Prairie team is delighted to be a partner in the *La Prairie en fête* family event," explains Nathalie Gignac, La Prairie branch Customer Service Director. "For the Bank, it is very important to get close to our neighbours and be a part of the community, and this type of event is the ideal vehicle for building links in a party atmosphere," she adds.

The Laurentian Bank invites the public to join the party. Come one; come all to this annual community get-together!

#### **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.

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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