



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK TO BE PRINCIPAL SPONSOR OF THE SOUTH SHORE REGIONAL SOCCER ASSOCIATION FOR THE FIFTH YEAR

Montréal, June 3, 2009 – Laurentian Bank is proud to be renewing its association with the South Shore Regional Soccer Association (SSRSA) for the fifth consecutive year as principal sponsor. Officially launched today, this year's soccer season will culminate September 19-20 with the presentation of the Laurentian Bank Cup.

“The Bank and its employees are delighted to be contributing to the promotion of a game like soccer that is so readily accessible to families and is constantly growing in popularity,” underlined Lucie Méthot, Assistant Vice-President, Montréal South Shore Regional Market. “At Laurentian Bank, we firmly believe that it is very important to encourage children to play sports in order to enable them to be physically fit while learning the rules of the various games and developing team spirit.”

Each year, on the South Shore like elsewhere in Québec, a large number of Laurentian Bank employees serve as volunteers and get involved with different soccer organizations. This partnership with the SSRSA is perfectly aligned with the family orientation adopted by the Bank and its dedication to being part of the life of the communities in which 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.

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 \$20 billion in balance sheet assets and more than \$13 billion in assets under administration. Founded in 1846, the Bank employs more than 3,400 people.

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