



**LAURENTIAN BANK AND THE MEDIA'S BIG FOOD DRIVE:
EIGHT YEARS OF ENGAGEMENT AND FRUITFUL COLLABORATION**

Montréal, November 22, 2011 – For the eighth time this year, excitement has gripped Laurentian Bank as the Media's Big Food Drive approaches. Bank employees are once again preparing to contribute actively to the success of this campaign and to promote the cause's message of hope that they hold dear.

Proud of its title of Friend of the Media's Big Food Drive, Laurentian Bank is deploying the resources of its 157 branches, which will serve as collection points for donations of non-perishable food items and gifts of cash. Many employees will be working hard for the cause, counting money received or collecting donations and non-perishables in branches and on the street on Thursday, December 1.

"Here at the Bank, the Media's Big Food Drive signals the approach of the holiday season," explains Luc Bernard, Executive Vice President, Retail and SME. "But it also serves a greater purpose — the mobilization of so many of our employees dedicated to fighting poverty. During this special year, when we are celebrating the Bank's 165th anniversary, we are more committed than ever to our tradition of supporting this cause in a spirit of mutual aid and giving that have long been among our organization's values."

Laurentian Bank and its employees are encouraging the public to give generously to the Media's Big Food Drive by dropping off their donations at any of its branches through December 24.

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 \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,800 people.

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