



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK RISES TO THE OCCASION OF THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU FOR THE THIRD CONSECUTIVE YEAR

Montréal, August 7, 2009 – Laurentian Bank is pleased to once again be serving as a presenter at the International Balloon Festival of Saint-Jean-sur-Richelieu. Once again this year, this 26th edition will feature its typically colourful programme.

“We are very enthusiastic once again this year about serving as presenter of this unique event that enchants the child within all of us and offers the entire family a truly memorable experience,” declared Stéphane Gagnon, Marketing Vice-President at Laurentian Bank. “The great spirit of collaboration between our two organizations is totally natural, and we are delighted to be supporting this world-class event that provides Québec with outstanding visibility beyond its borders.”

Both young and old are sure to enjoy the multitude of shows and activities to be offered on the Festival site. The attractions will include the *Laurentian Bank Little Pluses* + play area located on Boulevard des Envolées for the enjoyment of youngsters and those not so young. With its excellent variety of family, cultural and educational activities, the International Balloon Festival of Saint-Jean-sur-Richelieu is fully aligned with the youth/family focus of Laurentian Bank’s sponsorship program. Implemented in the various communities in which the Bank operates, this program serves to concretize the organization’s commitment to establishing close ties with its family clientele.

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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