



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK RANKED AMONG THE 2011 CANADA'S 10 MOST ADMIRED CORPORATE CULTURES™ IN THE QUÉBEC AND ATLANTIC CANADA REGION

Montréal, October 13, 2011 – Laurentian Bank is proud to have been selected as one of the 10 winners of the 2011 Canada's 10 Most Admired Corporate Cultures™ (Québec and Atlantic Canada region) program presented by Waterstone Human Capital.

Since 2005, this program has been recognizing the best corporate cultures in Canada based on the following five criteria:

- vision and leadership
- cultural alignment, measurement and sustainability
- rewards, recognition and innovative business achievement
- corporate performance
- corporate social responsibility.

Composed of 26 members selected from among the senior management teams of numerous leading organizations across the country, the program's Board of Governors was responsible for voting on the files presented in order to choose the regional winners. The Board's task was made much more difficult this year due to a 20% increase in the number of submissions and to the unprecedented quality of the files received.

"We have been working for several years now to establish and promote a corporate culture emphasizing proximity and simplicity, and we are delighted to see our efforts be recognized by experts in the field," underlined Mr. Réjean Robitaille, President and CEO of Laurentian Bank. "The credit goes to all Bank employees, who have embraced and enriched this culture through their adherence and firm personal support. This recognition serves to further reinforce our collective sense of pride."

165 Years of Evolution and Innovation

This past May 26, Laurentian Bank celebrated its 165th anniversary. A pioneer in Québec's business world, and having established a solid presence in other parts of Canada as well, the Bank combines a rich history with the vitality of an organization that has enjoyed constant growth and renewal. Wherever it operates, it is distinguished by an approach that promotes proximity and simplicity vis-à-vis its clients. Laurentian Bank is the third oldest private enterprise in Québec, where it serves the needs of individuals and businesses through its network of 156 branches and 27 commercial business centres. Elsewhere in Canada, the Bank has earned a privileged position in certain market segments, thanks in part to its B2B Trust subsidiary, which is a leader in the financial intermediary market, as well as to the services provided by its Real Estate and Commercial Financing segment through 11 different offices. Finally, as a full service broker, its Laurentian Bank Securities subsidiary offers a complete range of investment products to individuals, businesses and institutions.

About Canada's 10 Most Admired Corporate Cultures™

Canada's 10 Most Admired Corporate Cultures was founded and is presented by Waterstone Human Capital, a leading retained executive search firm specialized in recruiting for fit and in cultural assessment. Now in its seventh year, this national program recognizes best-in-class Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. Canada's 10 Most Admired Corporate Cultures is Waterstone's R&D Lab: through its annual Canadian Corporate Culture Study™, the hundreds of program submissions, the nominee interviews, as



Press release

FOR IMMEDIATE RELEASE

well as its Corporate Culture Summit, regional events and national gala, Waterstone is at the forefront of best practices in culture and fit – practices it shares with its clients to help them recruit for fit, conduct cultural assessments and build great organizations. www.canadasmostadmired.com

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.

-30-

Information:

Mary-Claude Tardif

Public Relations Advisor

514 284-4500, extension 4695

mary-claude.tardif@banquelaurentienne.ca