



## Press release

FOR IMMEDIATE RELEASE

### **LAURENTIAN BANK LITTLE HEROES CLUB™ IS LAUNCHED!**

- To contribute to building the self-esteem of children by applauding their achievements -

**Montreal, August 4, 2008** – Laurentian Bank is pleased to launch the *Little Heroes Club*; an original concept that makes its approach a reality, showing its support and proximity to its preferred clientele, namely families. The Bank devotes a major part of its investments as sponsorships, donations and activities to support organizations and activities that benefit children and families. The *Little Heroes Club* aims to show the major commitment that the Bank has made to this group.

The *Little Heroes Club* will come out during events involving the Bank--festivals and celebrations throughout Quebec--cultural events focused on family and children, soccer games and tournaments, in order to encourage children to be involved in the sports, cultural and artistic life of their communities and enable them to have unique and rewarding experiences.

For this purpose, during the different hosted activities, the Bank will offer young people the *Little Heroes Club Passport*, which will keep track of the specific successes of young people in the different challenges they will go through. The Bank ultimately would like to contribute to building the self-esteem of children by applauding their achievements, both small and large.

#### **Calendar of activities of the Laurentian Bank Little Heroes Club:**

Festival d'été de Beloeil	August 6 to 10
Don Bosco Tournament of the Club de soccer Rivière-des-Prairies	August 23
Fête des Braves of the Club de soccer les Braves d'Ahuntsic	September 13
Laurentian Bank Cup for the Association régionale de soccer de la Rive-Sud	September 14

By supporting these different educational activities for children, whether they be sports-related, artistic or otherwise, the Bank is contributing to the development and quality of activities offered to children and encourages them to have enriching experiences. This initiative and the participation of Laurentian Bank in many events throughout Quebec reflect its commitment to being a responsible corporate citizen.

This initiative and the participation of Laurentian Bank in many events throughout Quebec reflect its commitment to being a responsible corporate citizen. The Bank is committed to integrating into the communities in which it operates and being part of their local socio-economic life by offering services to individuals and businesses, as well as interacting more with people with the view of increasing proximity to its customers.



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### 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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