



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK'S LITTLE HEROES CLUB TO BE ON HAND AT THE MUSÉE DE LA CIVILISATION DE QUÉBEC DURING MARCH BREAK

Québec City, February 28, 2013 – For a third consecutive year, Laurentian Bank's Little Heroes Club will be taking part in the Musée de la civilisation's programming specially designed for the March Break period. More specifically, the Club will be on hand at the *Il était une fois...* workshop from Monday, March 4 through Friday, March 8 taking snapshots of the youngsters participating in the costume making sessions. Each child will leave with a souvenir photo, compliments of Laurentian Bank.

The *Il était une fois...* workshop immerses youngsters aged 3 to 10 and the adults accompanying them in an imaginary world of fairy tales that have fuelled children's dreams since time immemorial. Enriched with colourful garb, enchanting decors and magical objects and artefacts, the workshop enables young participants to discover and unleash all their talents and creativity, making for a wonderful and most memorable family activity.

Laurentian Bank is proud to be associated with the Musée de la civilisation and the *Il était une fois...* workshop. This sponsorship is perfectly aligned with the Bank's firm commitment to maintaining the closest of ties with young families.

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has nearly \$35 billion in balance sheet assets and \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada's Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products as well as investment accounts and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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Information:

Mélissa St-Pierre

Advisor

Public Relations and Sponsorships

514 284-4500, extension 3150

melissa.st-pierre@laurentianbank.ca