



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK'S LITTLE HEROES CLUB OFFERING A CHANCE TO WIN A WII GAME CONSOLE

Montréal, June 13, 2011 – Laurentian Bank kicked off the month of June with the launch of a summer contest on its Little Heroes Club www.littleheroesclub.ca Web site. By indicating what they plan to do to stay active this summer, young contest participants have a chance to win a Wii game console, complete with controllers and games. In addition to contests like this, the Clan's site offers children the opportunity to play interactive games, draw and explore the world of science with a number of experiments.

Through its various involvements, Laurentian Bank's Little Heroes Club is committed to enhancing youngsters' self-esteem by highlighting their accomplishments large and small. Once again this summer, the Club will be on hand at numerous family festivals and soccer tournaments to amuse and entertain. This initiative assembles the majority of the Bank's activities in the area of donations, sponsorships and social involvement under a single umbrella. All geared toward children and families, these activities strive to encourage youth to actively participate in their communities' sports, cultural and artistic life.

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 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 \$23 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,700 people.

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