



**THE MEDIA'S BIG FOOD DRIVE: LAURENTIAN BANK WILL DRAW
FOR A FAMILY OUTING TO A CANADIENS GAME FROM AMONG
THE LITTLE HEROES WHO DO A GOOD DEED TO HELP THOSE IN NEED**

Montréal, December 9, 2009 – As part of its involvement with the *Media's Big Food Drive*, Laurentian Bank is striving to sensitize young people to the importance of giving to others, particularly during the holiday season. As such, the Bank is encouraging youngsters to visit www.littleheroesclub.ca — an amusing and educational Web site designed for children — and to indicate a good deed they will have done to help the disadvantaged. Youngsters will also be invited to enter the online contest for a chance to win a family pass to the Canadiens game this coming February 6. Four tickets will be drawn from among all the entries received.

Laurentian Bank's *Little Heroes Club* is an original concept created in line with the organization's dedication to supporting and maintaining close ties with one of its most important client groups — families. In fact, the Bank allocates a significant portion of its investments in the area of sponsorships, donations and special initiatives to supporting organizations and events that benefit children and families. The *Little Heroes Club* is a concrete manifestation of the Bank's devotion to this public. In addition to its Internet site, the *Club* is actively present at a variety of different events each year with which the Bank is associated.

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 \$21 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

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