



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK TO SPONSOR THE ANNUAL CONVENTION OF THE QUÉBEC ASSOCIATION OF PRIVATE DAYCARES

Montréal, November 25, 2011 – Laurentian Bank is pleased to announce its participation as a sponsor in the annual convention of the Québec Association of Private Daycares for the second consecutive year. Being held under the theme, *Our team... Our Quality*, the event will take place November 25-27 at the Delta Hotel in Sherbrooke. Participants will have an opportunity to attend various training workshops, as well as to tour an exposition involving different providers of services specific to the sector, including Laurentian Bank's own team of specialists offering financial services to daycares.

Over the years, Laurentian Bank has established particularly strong relations with private subsidized daycares in Québec. In fact, this is one of the Bank's SME-Québec segment's priority sectors, with a dedicated team of experts assigned to meet the specific needs of daycare owners and managers. "The members of our team have a thorough understanding of how daycares operate and are regulated," underlines François Dumas, Senior Manager of the Daycares group at Laurentian Bank.

This convention serves as a major forum and opportunity for daycare owners and managers, educators and support personnel to enhance their knowledge. Convention participants will also have a chance to win \$2,500 in prizes, compliments of Laurentian Bank.

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.

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