



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK RENEWS ITS SUPPORT OF *IN TOWN WITHOUT MY CAR FOR A WHOLE WEEK!*

Montréal, August 31, 2011 – Laurentian Bank is pleased to announce that it is participating for the second consecutive year as an official presenter of the *In Town Without My Car for a Whole Week!* event organized by the Agence métropolitaine de transport (AMT). In so doing, the Bank is reaffirming its commitment to promoting the use of public transit through concrete initiatives, as well as to sensitizing the public to environmental issues.

For several years now, Laurentian Bank has undertaken various initiatives aimed at encouraging sustainable transportation. For example, since 2009, subway users have enjoyed ready access to their funds thanks to the 72 automatic banking machines the Bank operates in underground stations, thus making the public transit experience even more practical. Last year, an agreement of a similar kind was concluded between the Bank and the AMT for the installation of nine automatic banking machines at train and bus stations within the Montréal region.

Most recently, Laurentian Bank became a principal partner in an initiative involving the Société de transport de Montréal, Université de Montréal, and the Fédération des associations étudiantes du campus de l'Université de Montréal. Known as CAMPUS, the universal public transit program is designed to benefit students by offering them further reduced rates to take public transportation.

“As these initiatives illustrate, Laurentian Bank is very present in the Montréal milieu, particularly within the public transit network,” explains Gladys Caron, the institution’s Vice-President of Public Affairs, Communications and Investor Relations. “We are proud to be participating in the extensive movement promoting active and public transportation while contributing to improving our urban environment.”

As usual, the ninth edition of *In Town Without My Car* will see the closure of a downtown Montréal perimeter to vehicular traffic on Thursday, September 22. In addition, the public will be invited to experience active and public transportation over five consecutive days through a range of different activities to be featured each day.

ANNUAL AND MONTHLY TRANSIT PASSES TO BE WON

Under the banner of this event, Laurentian Bank is organizing a contest to thank the population using the different modes of public transit. From August 31 to September 23, the public can log on to the Bank’s Web site at laurentianbank.ca/contest to enter and participate in a draw for two annual and 10 monthly transit passes of AMT. The contest winners will be announced on September 26.



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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 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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