



## Press Release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK PUTS THE PEDAL TO THE METAL TO ADVANCE JUVENILE DIABETES RESEARCH

**Montréal, September 28, 2012** – Laurentian Bank is pleased to be participating once again in the *Ride* event organized by the Juvenile Diabetes Research Foundation (JDRF) in different cities across Canada. After Québec City and Laval, where Bank employees logged hours pedalling on their stationary bicycles to raise funds in aid of the JDRF, it is the organization's Montréal teams' turn to take to the bikes this Friday, September 28, on the esplanade of Place Ville-Marie. Some 85 Laurentian Bank employees in all will have taken part in this important event to raise a total of \$18,000.

"Our participants in the JDRF's *Ride* are truly motivated and delighted to contribute to this worthy cause," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations and member of the *Ride Montréal* campaign committee. "This is a friendly and very invigorating event, a very enjoyable way of raising funds in support of juvenile diabetes research."

#### **About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$35 billion in balance sheet assets and over \$32 billion in assets under administration. Founded in 1846, Laurentian Bank was selected as the Québec and Atlantic Canada regional winner of the *Canada's 10 Most Admired Corporate Cultures* program presented by Waterstone Human Capital. The Bank employs more than 4,000 people.

Known 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 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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