



## Press Release

FOR IMMEDIATE RELEASE

---

### LAURENTIAN BANK TAKES PART IN THE FIRST *TREE DAY*

**Montréal, September 21, 2011** – Laurentian Bank is pleased to be organizing a special activity in conjunction with the very first presentation of *National Tree Day*. The event is taking place on September 21 — the first day of fall.

Under the banner of the Agence métropolitaine de transport's *In Town Without My Car for a Whole Week!* event, of which Laurentian Bank is serving as the official presenter once again this year, rosebush (*Rosa Palustris*) shoots will be distributed in Philips Square, the site where most of the week's activities are to be held. From Monday, September 19 to Thursday, September 22, Bank personnel will be on hand at noontime handing out some 2,500 shoots to passersby.

"Laurentian Bank is delighted to be underlining the importance of trees during this first edition of *Tree Day*, emphasized Gladys Caron, the Bank's Vice-President of Public Affairs, Communications and Investor Relations. "We are always seeking ways to diminish the impact of our operations on the environment — by substantially reducing our paper consumption, for example — and we are proud to be contributing to beautifying our urban environment through this particular initiative."

#### **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.

-30-

Information:

**Valérie Archambault**

Public Relations Advisor

514 284-4500, extension 3150

[valerie.archambault@banquelaurentienne.ca](mailto:valerie.archambault@banquelaurentienne.ca)