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**LAURENTIAN BANK EMBARKS ON ITS 12<sup>TH</sup> YEAR OF PARTNERSHIP  
WITH MAISON THÉÂTRE**

**Montréal, September 28, 2012** – Having partnered with Maison Théâtre for 12 years now, Laurentian Bank is pleased to be renewing its support of this unique cultural institution once again for seasons 2012-2013, 2013-2014 and 2014-2015 as a sponsor of the season. The Bank's Little Heroes Club will be serving as presenter of this season's programming, and for the first time this year, of the public vote as well.

Maison Théâtre is kicking off its new season today with *Derrière la porte*, a wonderful production that is sure to delight young audiences. This specialized and much appreciated institution promotes dissemination of theatrical works for youngsters between the ages of 2 and 17. A cultural crossroads located in downtown Montréal, Maison Théâtre has been presenting productions by both well known and up-and-coming playwrights for the past 29 years geared exclusively for young audiences. A dynamic and creative enterprise, it is acclaimed for its originality — both in the choice of its plays and its physical environment. With 14 productions on the bill for the 2012-2013 season, young audiences are certain to enjoy a highly enriching experience that will fuel their imagination.

"These 12 years of partnership between the Bank and Maison Théâtre celebrate the vitality of this cultural institution that never fails to satisfy the expectations of its young audiences," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations. "Thanks to the originality and quality of the plays it presents, Maison Théâtre is contributing in a tangible fashion to developing an interest in culture among youth, while enriching their lives at the same time. We are very proud to be associated with such a success story."

**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.



# Press Release

FOR IMMEDIATE RELEASE

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