



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK AND ITS LITTLE HEROES CLUB TO WELCOME CURIOUS YOUNGSTERS TO THE SCIENCE CENTRE DURING MARCH BREAK

Montréal, February 28, 2013 – This coming March 4-5, Laurentian Bank's Little Heroes Club will be on hand at the Montréal Science Centre's *Clic!* zone. *Clic!* is a permanent exhibition for curious young minds, offering children between the ages of 4 and 7 a hands-on discovery space designed around four distinct themes — construction, creation, geometry and sensory awakening. Through this association with the *Clic!* zone, the Bank is pleased to be contributing to developing the knowledge of children in a stimulating and amusing environment.

Clic! has a truly unique educational character. It offers youngsters both an engaging play area that fosters their learning, as well as a highly original and entertaining experience they will not soon forget.

Laurentian Bank is proud to be involved with the *Clic!* zone and to be sending its Little Heroes Club to the Montréal Science Centre for the added enjoyment of young visitors to the exhibition. The Club is composed of a dynamic and dedicated team of animators who offer children a host of amusing activities to complement their experience. In addition, the Little Heroes immortalize the youngsters' visits by presenting each with a free souvenir photo.

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has nearly \$35 billion in balance sheet assets and \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada's Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized 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 as well as investment accounts and services 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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