
LAURENTIAN BANK AND THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU: MARKING FIVE YEARS OF FLYING HIGH TOGETHER

Montréal, May 24, 2011 – Laurentian Bank is proud to be participating in the International Balloon Festival of Saint-Jean-sur-Richelieu as a Presenter for the fifth consecutive year. A unique and spectacular event featuring a diverse range of high quality activities, the Festival will be held this coming August 13-21 and is expected to attract some 400,000 enthusiastic visitors.

The Bank is inviting families to visit its colourfully decorated *Laurentian Bank Little* + animation area, where children can be transformed with original makeup, hairdos and costumes, and then go to admire their new look in front of decorative and distorting mirrors. They can also take part in a variety of other amusing activities on-site, such as having family pictures taken in the *Laurentian Bank Giant Chair*, or going *Fishing for Numbers* or stopping by the Balloon booths to pick up free helium balloons. For their part, young ones aged 0 to 3 will be sure to enjoy the foam-filled *1,2,3 GO!* Activity. Furthermore, in addition to offering various surprises, the Bank will be marking its fifth year as an official Presenter of the event by again providing festivalgoers with the opportunity to live the magic of the *Laurentian Bank Flights*, during which close to 125 hot air balloons will soar up into the skies above the Haut-Richelieu at sunset.

“The International Balloon Festival constitutes an exceptional occasion for us to rendezvous with our prime family clientele,” underlines Laurentian Bank’s Senior Vice President of Marketing and Product Management, Stéphane Gagnon. “For the fifth year in a row, we are delighted to be associating with this highly successful event, which was distinguished with the 2010 Grands Prix du tourisme québécois Gold Prize in the Festivals and Tourism Events category. It is an honour and, most of all, a great pleasure that we wish to share with the many families that come to revel in this truly remarkable and festive celebration.”

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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