



LAURENTIAN
BANK

Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK PRESENTS THE 7TH FONDATION OLO LUNCH AND BECOMES THE FIRST *BÉBÉ ENGAGÉ* ORGANIZATION

Montréal, October 13, 2010 – Once again this year, Laurentian Bank was pleased to be serving as presenter of the OLO Lunch, which was held yesterday at the Bonsecours Market. An active supporter of Fondation OLO since 2002, the Bank was participating enthusiastically in this event presided over by its Executive Vice-President of Retail Services and SME Québec, Mr. Luc Bernard.

The OLO Lunch was organized this year under the theme, *Bébé engagé*, a new initiative of the Fondation that offers family members, friends, colleagues or employers of future parents the gratifying opportunity to underline a new birth by giving the gift of health to another child.

Under the banner of this initiative, Laurentian Bank has committed to making a donation to the Fondation each time a member of its personnel becomes a new mother or father. “We have decided to make our employees’ newborns *bébés engagés* by presenting a gift to the program every time there is a new birth anywhere across Québec,” explained Mr. Bernard at the Lunch. “Through these donations, we are not only showing an act of generosity to a truly worthy cause, but we are demonstrating our collective confidence in the future as well.”

In addition, the Bank is participating in another aspect of the Fondation’s work by inviting colleagues of future parents to make a donation that will allow them to obtain a superb *Bébé engagé* baby carrier developed by mama kangaroo.

Fondation OLO is dedicated to contributing to universal infant health by offering eggs, milk, orange juice and vitamin supplements to economically and socially disadvantaged pregnant women. Each year in Québec, close to 17,000 expectant mothers, or one woman out of five, endure their pregnancy in poverty and risk giving birth to a premature or underweight baby. Since its creation in 1991, Fondation OLO and Québec CSSSs (formerly known as CLSCs) have helped tens of thousands of expectant mothers deliver healthy babies.

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 \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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