



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK PRESENTS THE EIGHTH FONDATION OLO LUNCH

Montréal, October 18, 2011 – Once again this year, Laurentian Bank is pleased to be serving as presenter of the OLO Lunch, which is being held today at the Bonsecours Market under the theme, *Solid Roots for Sustaining the Future*. An active supporter of Fondation OLO since 2002, the Bank is participating enthusiastically in this year's event being presided over by its Executive Vice-President of Retail Services and SME Québec, Mr. Luc Bernard.

Over the past 10 years, more than \$85,000 has been donated to Fondation OLO in the form of corporate gifts to enable women registered in the OLO program to improve their diet during pregnancy and, thus, contribute significantly to the health of the babies they carry. In addition to this amount are the funds generated from the sale of hundreds of tickets to the OLO Lunch.

Last year, Laurentian Bank became the first organization to take part in Fondation OLO's *Bébé engagé* program. In so doing, the Bank made a donation to the program each time 56 of its employees expecting their own baby became a new mother or father. "We are very proud to have made our employees' newborns *bébés engagés* by presenting a gift to the program after each new birth in Québec," underlined Mr. Bernard at the OLO Lunch. "These donations not only enable us to show our support and generosity, but to make a meaningful contribution to the health of future generations as well."

Celebrating its 20th anniversary this year, Fondation OLO is dedicated to giving all babies an equal chance to enter the world in good health by offering eggs, milk, orange juice and vitamin supplements to financially 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 future 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 Québec, 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 \$24 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,800 people.

-30-

Information:

Valérie Archambault

Public Relations Advisor

514 284-4500, extension 3150

valerie.archambault@banquelaurentienne.ca