



**LAURENTIAN BANK SERVING AS A MAJOR PARTNER IN THE MONTRÉAL
ARCHITECTURAL HERITAGE CAMPAIGN FOR A THIRD YEAR**

Montréal, September 23, 2011 – Laurentian Bank is pleased to be serving as a major partner once again in the Montréal Architectural Heritage Campaign (MAHC). This marks the third year that the Bank is associating with this event dedicated to recognizing the efforts of the city's citizens to preserve and showcase their rich heritage. In fact, five prestigious Heritage Special Awards and 40 Emeritus Awards are being presented today to pay tribute to these Montréal Island residential and business property owners.

The fundamental purpose of the MAHC is to promote public recognition of the remarkable richness of Montréal's architectural heritage. In that regard, this initiative is also intended to inspire owners to keep their properties well maintained and to renovate with respect for the original architectural characteristics of every building.

"It is a great pleasure for us at Laurentian Bank to be partnering in an event that spotlights the successful efforts of property owners," underlines Gladys Caron, the Bank's Vice-President of Public Affairs, Communications and Investor Relations. "Thanks to the MAHC initiative and the enthusiasm of all its participants, quality workmanship is being sustained. We at Laurentian Bank certainly share this pride and welcome the efforts of these people of passion."

Under the banner of the Heritage Open House Days to be held in October, a team of mortgage experts from Laurentian Bank will be on hand at several of the Montréal heritage homes to be featured. Thus, visitors will have an opportunity to obtain answers to any questions they may have, as well as to be guided through the mortgage process.

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.

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