

## LAURENTIAN BANK RELEASES ITS 2010 SOCIAL RESPONSIBILITY REPORT *BECAUSE DEVELOPMENT BEGINS WITH... RESPONSIBILITY*

**Montréal, March 24, 2011** – Laurentian Bank is pleased to be presenting its 2010 Social Responsibility Report on its Internet site today. Entitled *Because Development Begins with... Responsibility*, the document describes the Bank's commitments and contributions to its shareholders, clients, employees and communities at large, as well as its various environmental and sustainable development initiatives. This year's Report is the first to be inspired by the GRI (Global Reporting Initiative) framework.

As Bank President and Chief Executive Officer, Mr. Réjean Robitaille, indicated, "we care a great deal about our environment, and we are cognizant of the key global issues within our world of finance, of course, but also in the areas of sustainable development and universal cooperation."

Laurentian Bank's 2010 Social Responsibility Report presents an overview of the institution's various achievements during the last fiscal year, including the following highlights:

- The Bank maintained exemplary governance and healthy management in 2010, particularly with respect to the management of risk. Its principles of integrity and responsibility fuelled its every action and decision.
- The organization continued to make client satisfaction a veritable passion. As part of its commitment to developing its distribution channels so as to better serve its clientele, the Bank signed an exclusive agreement with the Agence métropolitaine de transport (AMT) under the terms of which public transit users in Greater Montréal have access to 81 automatic banking machines located at subway, train and bus stations. Thus, the institution is making banking services more readily accessible to those opting for an ecological and sustainable means of getting around.
- The development of its human capital is among the three fundamental priorities that govern the Bank's actions. As such, 2010 saw the organization pursue its efforts to enhance the knowledge and skills of its employees through a varied range of programs and activities involving a total of 42,000 hours of training.
- The Bank was also proud to have contributed significant sums in the form of donations and sponsorships to more than 200 organizations and events. Some of the beneficiaries of these sponsorships included the *In town without my car for a whole week!* event and the Laurentian Bank K2 circuits with Ski Québec Alpin. Moreover, the institution lent its support to close to 40 youth soccer leagues and organizations, as well as donating generously to the Media's Big Food Drive and the Centraide/United Way campaign.
- As it is throughout society as a whole, sustainable development is increasingly at the heart of the Bank's concerns and numerous of its initiatives. Among the actions taken during the past year in this regard, substantial effort was devoted to improving office efficiency across the organization.

Laurentian Bank's 2010 Social Responsibility Report is available online at [www.laurentianbank.ca](http://www.laurentianbank.ca) in the *Your Bank* section under the *Laurentian Bank* tab. The Bank is demonstrating its innovativeness this year by presenting the document using *Virtual Paper* technology, which converts ready to print content into user-friendly Web documents optimized for search engines.



# Press Release

FOR IMMEDIATE RELEASE

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## 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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