
SKI QUÉBEC ALPIN SKIERS TO BE RACING TO THE FINISH IN 2012 WITH LAURENTIAN BANK

Montréal, January 6, 2012 – Laurentian Bank is pleased to announce that it is renewing its support of Ski Québec Alpin (SQA), the Québec Federation of Alpine Skiing, as a Prestige Partner for the fourth consecutive year. In fact, this partnership was reaffirmed recently for a period of three years, and SQA is embarking on this year's season with a range of programs planned for young skiers and an exciting series of competitions in the Québec Federation's different circuits.

PARTNERING WITH YOUNG SKIERS

Once again this year, the K2 regional circuits for the Laurentians, Lanaudière, Estrie, Québec City and Outaouais regions will enjoy the benefits of Laurentian Bank's support of intrepid young skiers 13 and 14 years of age. The Bank is also serving as official sponsor of the K1 provincial championship, as well as principal sponsor of the Laurentian Bank Carnival Challenge, which will bring together some 20 different ski clubs from across Québec at the Le Relais Ski Centre for competitions involving 5-10-year-olds.

"Our young competitors certainly do not lack courage, and we need to encourage them to excel on the ski hill as in life itself," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations. "We are extremely proud to be helping these young people pursue their efforts and to showcase their accomplishments. Indeed, such support is at the very heart of the Bank's dedication to sponsorship."

"The Laurentian Bank K2 circuit serves as a veritable breeding-ground for the development of elite skiers," explains, for his part, Daniel Lavallée, Executive Director of Ski Québec Alpin. "The best 13-14-year-old athletes have a chance to learn the ropes regionally so as to eventually qualify for the intersport rally presented by Laurentian Bank. SQA is very grateful to the Bank for its involvement in Québec skiing over the past four years and for its valuable support of up and coming competitors."

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 \$35 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 3,700 people.

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