

## **LAURENTIAN BANK BACK ON THE PITCH WITH YOUNG SOCCER ENTHUSIASTS THIS SUMMER**

**Montreal, May 19, 2011** – Once again this year, Laurentian Bank is pleased to be renewing its support of young soccer players. In fact, more than 50 soccer clubs and associations across Québec will benefit from the Bank's financial assistance this summer. Over 75,000 youngsters in Québec City and its suburbs, in Montréal and its northern and southern fringes, in the Outaouais, the Saguenay, the Gaspésie, as well as in numerous other regions, cities and municipalities are involved in these organizations.

By supporting this sport that is accessible to all, Laurentian Bank assures a constant presence among children and their families, thus demonstrating and solidifying one of its principal values — proximity. Increasingly popular in the province, the sport of soccer is celebrating its 100<sup>th</sup> anniversary this year. Indeed, this tremendous interest in soccer within Québec is part of a universal trend because it happens to be the most played sport in the world, with its popularity continuing to be on the rise. Laurentian Bank is proud to be actively participating in this movement and to be encouraging a unifying sport that promotes both teamwork and team spirit.

### **The Little Heroes Club – always as fun and entertaining**

The Bank's Little Heroes Club will also be on hand for many of the games and tournaments, as well as at festivals and other activities. The Club serves as an umbrella for the majority of the Bank's initiatives with respect to donations, sponsorships and social involvements that touch children and families by encouraging them to get involved in sportive, cultural and artistic activities in their community.

"Laurentian Bank's contribution goes well beyond the simple sponsorship of a sports activity," emphasizes Gladys Caron, Vice-President of Public Affairs, Communications and Investor Relations, "A large number of Bank employees also serve as volunteers with the young people on the field. The avid commitment of our personnel to such activities testifies to the importance they assign to participating in promoting the well-being of the communities in which they live and work."

### **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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