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## **LAURENTIAN BANK BACK ON THE PITCH WITH THE SOUTH SHORE REGIONAL SOCCER ASSOCIATION**

**Montréal, June 9, 2011** – For the seventh consecutive year, Laurentian Bank is pleased to be associated in the role of principal sponsor with the South Shore Regional Soccer Association (SSRSA). Over the years, the Bank is particularly concerned with the development of young people. Its involvement with young families and their children who play soccer is part of its commitment to supporting organizations within the communities in which it operates.

“This year in Québec, more than 75 000 young soccer players will benefit from Laurentian Bank’s support through associations and local clubs, underlined Guilherme Mendes, Director of Charles-Lemoyne Branch. Our institution is very pleased to be offering its support in the South Shore and to be encouraging the participation of young people in this soccer league.” The SSRSA’s 2011 season will culminate with the Laurentian Bank Cup series for the regional A league, which will be held in Sainte-Julie next September 17-18.

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. 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. Also, a large number of Bank employees also serve as volunteers with the young people on the field throughout the season.

### **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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