



**LAURENTIAN BANK'S LITTLE HEROES CLUB BACK IN ACTION
ACROSS QUÉBEC WITH THE RETURN OF SUMMER**

Montréal, June 17, 2011 – With the summer and vacation season back again, Laurentian Bank's Little Heroes Club will be on hand at no fewer than 14 different family-oriented events in various regions of Québec. As part of the Bank's concern for the environment, all greenhouse gas emissions generated by the Club's travels will be offset by the planting of trees with the Université du Québec à Chicoutimi project, Carbone Boréal.

Thanks to the Little Heroes Club's presence at these events, young participants will be able to immortalize their experience by having their pictures taken decked out as little heroes themselves. These photos will be printed in Little Heroes Club passports to be presented to each youngster. In addition, children always have the opportunity to visit the www.littleheroesclub.ca Web site, where they can enjoy a variety of activities, including interactive games, drawing and scientific experiments.

Little Heroes Club Event Calendar*

June	
Festival amical de Pointe du Lac - Trois-Rivières FC Soccer Club	June 18
Saint-Bruno de Montarville Fête Nationale	June 24
July	
Joliette Pédestre'Art Festival	July 2
Micro-Soccer Festival – Marieville Soccer Association	July 17
August	
End of Season Festival - Boréal d'Alma Soccer Club	August 6
Soccer Festival – Outaouais Regional Soccer Association	August 13
End of Season Festival – Three Rivers Soccer Association / Sélect Trois-Rivières	August 20
End of Season Festival - Québec-Centre Soccer Association	August 20
End of Season Festival – Chicoutimi Soccer Club	August 21
Recreational League End of Season Festival - Mont-Bruno FC Soccer Club	August 27
Atom Festival – Pierrefonds Soccer Association	August 28
September	
Laval Family Festival	September 4
End of Season Festival – Ahuntsic Braves Soccer Club	September 17
Laurentian Bank Cup – South Shore Regional Soccer Association	September 17-18

* Consult the **Calendar** section of the Little Heroes Club Web site for full details about each event.

Activities That Promote and Showcase Commitment

The Little Heroes Club is comprised of three characters who serve as the Bank's young ambassadors. Through its presence at different events and via its Web site, the Club enables youngsters to associate with one of the three Little Heroes based on their individual profile — scientific, athletic or artistic. Each character embodies three convictions — *I believe in myself, I never give up, and I do my absolute best.*



Press release

FOR IMMEDIATE RELEASE

“These activities are of particular importance to Laurentian Bank, serving as a concrete expression of our devotion to maintaining close ties with the communities in which we operate,” underlines Gladys Caron, Vice-President of Public Affairs, Communications and Investor Relations. “Large numbers of Bank employees enthusiastically heed this call within their respective communities by participating in different family festivals, tournaments and outings. That’s our way of demonstrating our commitment to our clientele, as well as to communities at large.”

Online Contest

Also this summer, Laurentian Bank’s Little Heroes Club is holding the *Yes, now’s the time to move!* contest via its www.littleheroesclub.ca Web site. By simply indicating what they plan to do to stay active during the summermonths, young participants are eligible to win a Wii game console, complete with games and controllers.

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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