
LAURENTIAN BANK TO CELEBRATE THE ARRIVAL OF THE TALL SHIPS AT THE OLD PORT OF MONTRÉAL

Montréal, August 28, 2012 – Laurentian Bank is very pleased to be associated once again this year with the Tall Ships event on the quays of Montréal's Old Port, which will be held this coming October 13-16. This family-oriented, historical and entertaining event is centred around the arrival of the majestic Tall Ships that constitute veritable works of maritime art.

As part of the program this year, Laurentian Bank will be sponsoring the Young Sailor's Quarter, a play area for children featuring recreational activities inspired by the maritime world and one of its most intriguing aspects — piracy. However, there will be no pirates trying to make off with visitors' wallets. In fact, all activities at the Bank's Young Sailor's Quarter will be free.

Laurentian Bank's Little Heroes Club will also be on hand to offer youngsters a certificate bearing a photo as a souvenir of their visit to the Young Sailor's Academy. As well, the Bank's tent mounted at the far edge of the site will offer an infant feeding area equipped with bottle warmers and a changing table.

"Not only does this event allow visitors to get up close to those magnificent Tall Ships," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations, "but it is also a great activity for the entire family quite unlike any other in the world. We are delighted to be renewing our participation again this year while promoting our commitment to proximity to families, who represent one of our prime clientele."

The *On board!* Contest to See the Tall Ships Even More Up Close

In conjunction with this event, Laurentian Bank is launching the *On board!* contest, which will feature a draw for three family passes to actually go aboard the Tall Ships. Everyone is invited to take part in the contest. To participate, enter Bank's website at banquelaurentienne.ca/concours from August 28 to September 12.

À propos de 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 financial intermediaries through B2B Bank, 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 \$34 billion in balance sheet assets and more than \$33 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 more than 4,000 people.

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