



MEDIA'S BIG FOOD DRIVE 2008

LAURENTIAN BANK EMPLOYEES ACROSS QUEBEC ARE PITCHING IN

Montreal, December 4, 2008 – For the fifth consecutive year, Laurentian Bank employees are proud to be continuing their tradition of participating enthusiastically in the *Media's Big Food Drive*. This year, the Bank has launched the "Christmas Can Challenge" for its employees, calling upon them to show their generosity by each donating two cans of food to the *Drive*. Laurentian Bank employees across the province will be personally involved in the effort. Today, for example, they will be collecting non-perishable food items in their branches and in the streets, along with monetary donations destined for families and individuals. In addition, some branches have invited children at daycare centres in their area to come deposit a non-perishable food item in exchange for a little gift.

Committed to being actively involved in the communities in which it operates, it is perfectly natural for Laurentian Bank to have been an avid participant in this event for the past five years, and in view of the current economic context, the need for an initiative of this kind is greater than ever. That is why the Bank's employees within its branch network and at its corporate offices have organized more than 80 fundraising events throughout Quebec.

Until December 24, Laurentian Bank is making its branch network readily available to the *Media's Big Food Drive* to serve as drop-off points for those wishing to donate money and non-perishable food items. Donors may also make monetary contributions online at www.banquelaurentienne.ca. In addition, Laurentian Bank Visa Gold cardholders can donate their accumulated points to the *Drive*.

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 accessibility, the Bank serves individual consumers and small and medium-sized businesses. The Bank offers its products to a wide network of independent financial advisors through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

With 156 branches and 340 automated banking machines, Laurentian Bank of Canada is well established in the Province of Quebec, operating the third-largest branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$19 billion in balance sheet assets. Founded in 1846, the Bank employs more than 3,500 people.

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