



## Press Release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK ONCE AGAIN RISES TO THE OCCASION OF THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU

**Montreal, June 10, 2008** – Laurentian Bank is pleased to once again be serving as a presenter at the International Balloon Festival of Saint-Jean-sur-Richelieu for this edition marking the 25th Anniversary of this festival. With more than 350,000 visitors expected, this very colourful event will take place between August 9 and 17, 2008, at the perfect location--the Saint-Jean-sur-Richelieu Municipal Airport.

This year, the International Balloon Festival of Saint-Jean-sur-Richelieu offers a more varied, richer program, with flights day and night of balloons of different shapes and colours, as well as various shows and activities. Some of these activities include the *Laurentian Bank Little Pluses* play area, located on Boulevard des Envolées, which is the ideal place for kids of all ages to have fun. The Bank is also presenting in partnership with the International Balloon Festival, a rock concert with Tokio Hotel and Hedley on August 9 to benefit the Club des petits déjeuners du Québec.

"Laurentian Bank is proud to be a presenter at this unique event, which has dazzled attendees for a quarter of a century," said Stéphane Gagnon, Vice-President, Marketing, at Laurentian Bank. "The atmosphere at the International Balloon Festival will be even more festive this year: people of all ages can expect a colourful, magical and merry celebration, along with many activities and a few surprises that are sure to impress."

With its family, cultural and educational activities, the International Balloon Festival of Saint-Jean-sur-Richelieu is in line with the family-children orientation of Laurentian Bank's sponsorship program. This program, set up in the different communities in which it operates, reflects the Bank's approach that favours customers with families. In this way, the Bank is facilitating bank transactions for its personal banking customers by fostering simplicity, proximity and service excellence. Beyond what distinguishes it from other financial institutions, Laurentian Bank makes a point of playing an active part in the communities in which it is present. It strives to be part of the socio-economic life of its environment not only by offering services to individuals and companies, but also by acting locally as a socially responsible company.

#### 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 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.



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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 \$18 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs close to 3,400 people.

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