



## Press release

FOR IMMEDIATE RELEASE

---

### LAURENTIAN BANK *LITTLE HEROES CLUB*<sup>™</sup> TO PARTICIPATE IN THE SOCCER EVENTS AT AHUNTSIC AND ST-HUBERT

**Montreal, September 13, 2008** – Laurentian Bank *Little Heroes Club* will be on hand during this weekend's soccer events to be held under the banner of the Ahuntsic Braves' end-of-season festivities, as well as during the South Shore Regional Soccer Association's Laurentian Bank Cup finals.

The *Little Heroes Club's* activities will kick off on Saturday, September 13 at Parc des Hirondelles, located at the corner of Sauvé and Iberville Streets in Ahuntsic. Laurentian Bank is proud to be the principal sponsor of the Ahuntsic Braves.

On September 13 as well, the Bank will be organizing a number of contests for the first day of playoffs held by the South Shore Regional Soccer Association, of which it also serves as principal sponsor. The tournament will be taking place at Parc Roseanne-Laflamme near the Gaétan Boucher Arena in St-Hubert. The following day, on Sunday, September 14, the *Little Heroes Club* will be presenting a series of amusing activities as the teams vie for the Laurentian Bank Cup in the grand finals.

"We are delighted to be encouraging young people to participate in sports activities like soccer, and the *Little Heroes Club* is a good example of our concerted efforts in that regard," underlines Gladys Caron, Laurentian Bank's Vice President, Public Affairs, Communication and Investor Relations. "Our *Little Heroes Club* notably strives to enhance self-esteem among young players and spectators alike by spotlighting their actions and achievements."

#### ***The Little Heroes Club***

The *Little Heroes Club* was created by Laurentian Bank as an umbrella under which the organization can group its donation, sponsorship and general support initiatives in aid of children and their families. The *Club* is particularly active in the organization of children's activities during events in which the Bank is involved, including celebrations and festivals across the province, cultural events designed especially for families and youngsters, and soccer tournaments and festivities. The principal objective of this initiative is to encourage children to participate in sports, cultural and artistic activities within their community, as well as to enable them to enjoy a range of memorable experiences and emotions.

*Laurentian Bank Little Heroes Club* and its participation in numerous events across Quebec reflect the organization's dedication to acting as a responsible corporate citizen. In so doing, the Bank is committed to being fully integrated and actively involved in the socio-economic life of the communities in which it operates, both by offering valuable services to individuals and enterprises, and by maintaining the closest possible ties with the population.

#### **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.

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.



## Press release

FOR IMMEDIATE RELEASE

---

-30-

Information:

Mary-Claude Tardif  
Public Relations Advisor  
Office: 514 284-4500, extension 4695  
[mary-claude.tardif@banquelaurentienne.ca](mailto:mary-claude.tardif@banquelaurentienne.ca)