



**LAURENTIAN BANK INVITES THE PUBLIC TO GIVE GENEROUSLY
TO THE 10TH EDITION OF THE MEDIA'S BIG FOOD DRIVE**

Montréal, December 2, 2010 – Laurentian Bank is delighted to be taking part in the 10th edition of the **Media's Big Food Drive** in the role of Friend. Since November 22 and through December 24, the Bank's 157 branches are serving as collection points for non-perishable food items and cash contributions to the Drive.

During this period, numerous employees will be actively involved in the cause. Some will be receiving contributions and non-perishable food items at branch locations; others will look after counting the money raised this coming December 2; still others collecting donations on the street that same day.

"We are proud to be supporting this worthy cause for the seventh consecutive year," underlined Stéphane Gagnon, Laurentian Bank's Senior Vice-President of Marketing and Product Management. "For us, the Media's Big Food Drive is an annual rendezvous during which several hundred employees join forces to bring a bit of much-needed comfort and relief to deserving families. It also represents a special day of solidarity all across Québec."

Once again this year, the Bank is pleased to be relying on the collaboration of its partner, Garda, which is graciously offering its assistance with activities involving the counting of money at certain branch locations.

Laurentian Bank and its employees are inviting the public to give generously to this 10th edition of the Media's Big Food 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 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 \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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