



LAURENTIAN
BANK

PRESS RELEASE

For immediate release

**LAURENTIAN BANK AND THE QUEBEC LUNG ASSOCIATION HELP PEOPLE
GAIN A BETTER UNDERSTANDING OF ASTHMA: NEW INFOASTHMA PROGRAM**

Montreal, June 8, 2007 – Laurentian Bank of Canada is proud to support, as partner of the *InfoASTHMA* Program, the Quebec Lung Association which during the month of May largely contributed to the efforts to help Quebecers gain a better understanding of asthma. The *InfoASTHMA* Program is a new line of attack to demystify this illness and thus help people living with asthma learn to manage it better. The *InfoASTHMA* Program is also an information hotline offering personalized services, a website, as well as various educational aids and information materials tailored to the needs of people with asthma. Moreover, the *InfoASTHMA* Program did not forget about younger patients and created an educational colouring book to help kids learn while having fun.

Through this partnership, the Bank offers doctors and other health professionals, people diagnosed with asthma, asthma educators, informal caregivers and the general public easy access to the best information resources and advice. The Program uses a guidebook, brochures, fact sheets and information boards as well as various materials designed specifically for kids to educate people on the subject and to encourage them to better understand this illness, manage it and learn to live a full life. It is thus with great enthusiasm that medical centers, CLSCs, respiratory health specialists and their patients welcome this Program!

It is estimated that in Quebec more than 700,000 people struggle with asthma, among them 300,000 children! In Canada, in the last ten years the number of people living with this respiratory disease has tripled, primarily among children. Since asthma is the number one cause of school absenteeism, Laurentian Bank sincerely believes that helping kids better understand their illness may help them gain control over it. The Bank hopes to contribute this way to a better quality of life for people diagnosed with asthma and tries to offer them a breath of hope!

About Laurentian Bank

Laurentian Bank of Canada is a Quebec banking institution that operates across Canada and is dedicated to meeting its clients' financial needs through excellence in service, as well as through its simplicity and proximity. The Bank serves individual consumers and small and medium-sized businesses, as well as financial advisors through B2B Trust. It also provides full-service brokerage solutions through its Laurentian Bank Securities subsidiary. Laurentian Bank is well established in the Province of Quebec, operating the third largest retail branch network and is also a performing player in specific market segments elsewhere in the country. Laurentian Bank of Canada has over \$17 billion in balance sheet assets and \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,300 people. Its common shares are listed on the Toronto Stock Exchange (TSX: LB). For more information, please visit www.laurentianbank.ca.

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