
LAURENTIAN BANK RENEWS ITS PARTICIPATION IN THE LAVAL FAMILY FESTIVAL FOR THE NEXT THREE YEARS

Montréal, August 30, 2012 – Laurentian Bank is pleased to be renewing its involvement with the Laval Family Festival under the banner of a three-year Gold partnership. Having attracted more than 60,000 participants last year, this Festival has become one of the largest family gatherings in the Laval and Lower Laurentians region. To be held from 10:00 a.m. to 6:00 p.m. on Sunday, September 2 at the Laval Nature Centre, the event will feature a diversified program and range of activities designed to promote intergenerational relations.

“Laurentian Bank is very proud to be reassociated with the Laval Family Festival, a celebration with a truly human dimension that is greatly appreciated by the local and surrounding population,” underlined Gladys Caron, the Bank’s Vice-President of Public Affairs, Communications and Investor Relations. “We are delighted to be participating and to have concluded a partnership that will assure our continued presence for years to come.”

Laurentian Bank’s Little Heroes Club invites children to come and visit

Laurentian Bank’s Little Heroes Club will also be on hand at this festive celebration of family values, providing youngsters with an opportunity to have their pictures taken as little heroes themselves. They will then be presented with their official Club passport, along with a special souvenir item.

The Little Heroes Club is often in attendance at different events sponsored by Laurentian Bank in order to encourage children to be active and get involved in sports, cultural and artistic activities within their communities.

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 financial intermediaries through B2B Bank, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Québec, 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 \$34 billion in balance sheet assets and more than \$33 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada’s 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs more than 4,000 people.

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Information:

Mélissa St-Pierre

Advisor

Public Relations and Sponsorships

514 284-4500, extension 3150

melissa.st-pierre@banquelaurentienne.ca