
THE PASSION OF LAURENTIAN BANK'S 4,000 EMPLOYEES RECOGNIZED ACROSS CANADA

Montréal, November 9, 2012 – Laurentian Bank is proud to be among the 10 national winners of the *Canada's Passion Capitalists* program. This program pays tribute to organizations that have achieved long term success by promoting passion within their ranks, along with the energy, intensity and sustainability required to generate superior results.

Laurentian Bank has always fostered proximity and simplicity in its relations with its clients, as well as in those with its employees, shareholders, and the people and organizations with which it interacts in the community. "I think that our employees truly deserve this great honour," underlines Mr. Réjean Robitaille, President and CEO of Laurentian Bank. "Whenever I visit our offices and branches, I never fail to see a sparkle in the eyes of Bank personnel. In fact, some will go as far as to tell me with a smile that they've got the Bank tattooed on their heart, and it is precisely this attitude that makes all the difference."

This spirit does indeed distinguish Laurentian Bank. "Our proximity approach has served as its hallmark since the Bank's earliest beginnings," adds Mr. Robitaille. "To be recognized today for this passion that has fuelled our efforts for more than 165 years is a tremendous source of pride."

The passion that prevails at the Bank is clearly reflected in the organization's everyday priorities and activities:

- Human capital is at the very heart of the Bank's strategic plan and is one of its three fundamental corporate priorities.
- The members of senior management meet frequently with employees, and communication is always transparent.
- The Bank has numerous recognition programs in place that showcase the accomplishments of employees throughout the course of the year.
- The quality of the Bank's service has often been recognized, and it is the organization's passion for its clients that really sets it apart.

About Knightsbridge and the *Passion Capitalists* Program

The *Canada's Passion Capitalists* national recognition program was launched in 2012 by Knightsbridge human capital solutions, in partnership with BNN, Torys LLP, Global Governance Advisors and The National / Financial Post. The program acknowledges organizations that have earned sustained success through the "promotion of passion" among their teams. Inspired by the book entitled *Passion Capital* by Paul Alofs, President and CEO of the Princess Margaret Hospital Foundation, the program is founded on the central thesis advanced by Mr. Alofs — that the passion exhibited within an organization constitutes its greatest asset.



Press release

FOR IMMEDIATE RELEASE

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$35 billion in balance sheet assets and over \$32 billion in assets under administration. Founded in 1846, Laurentian Bank was 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.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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