



**LAURENTIAN BANK JOINS THE
IN TOWN WITHOUT MY CAR, FOR A WHOLE WEEK! MOVEMENT**

Montreal, September 1, 2010 – The Laurentian Bank is proud to announce it will be an official presenter for the *In Town Without my Car, for a whole week! 2010 edition* event, organized by the *Agence métropolitaine de transport* (AMT). As principal partners for this event, the Laurentian Bank is affirming its commitment to increasing public awareness of issues that affect the environment.

“As a well-established banking institution with a strong presence in downtown Montreal, the Laurentian Bank is extremely proud to be associated with this event, which promotes public transit and active modes of transportation,” stated Gladys Caron, Vice-President, Public Affairs, Communications and Investor Relations at the Laurentian Bank. “As responsible corporate citizens, we wish to play an active role in reducing the impact cars have on our urban environment by sensitizing those who travel to or within the downtown area.”

The 8th edition of the event will take place over five days, from Monday, September 20 to Friday, September 24. As usual, several streets will be closed to motorized vehicles for one day on Wednesday, September 22. In addition, throughout the week, the public will be invited to experience public and active transportation for five consecutive days, as part of a program that presents different themes daily.

TEN MONTHLY TRANSPORTATION PASSES TO BE WON

For this event, the Laurentian Bank has organized a contest to encourage the use of public transportation. From September 1 to the 24, participants can register on the Bank’s website at: www.laurentianbank.ca/contest for a chance to win one of ten monthly passes. The draw will take place on September 27.

THE LAURENTIAN BANK SERVES METRO USERS EVERYDAY

Since obtaining exclusive rights from the *Société de transport de Montréal* (STM), the Laurentian Bank is the sole operator of automated banking machines (ABM) within the Montreal Metro system, with 72 ABMs throughout the network. This unique service offers metro users quick and easy access to banking services, making public transportation even more convenient.



Press release

FOR IMMEDIATE RELEASE

About the Laurentian Bank

The Laurentian Bank of Canada is a banking institution that operates across Canada and offers its clients a wide range of financial services. The Bank distinguishes 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.

The 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. The Laurentian Bank of Canada has more than \$22 billion in balance sheet assets and over \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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