



## Press release

FOR IMMEDIATE RELEASE

### LAURENTIAN BANK'S LITTLE HEROES CLUB PAYS A HOLIDAY VISIT TO THE SCIENCE CENTRE!

**Montréal, December 19, 2012** – This coming December 26-30, Laurentian Bank's Little Heroes Club will be on hand at the Montréal Science Centre's recently inaugurated *Clic!* zone, a permanent exhibition for curious young minds. Specially designed for children between the ages of four and seven, *Clic!* is a discovery space that focuses on four major themes — construction, creation, geometry and sensory awakening. In associating with this unique exhibition, the Bank is contributing to the development of children's knowledge in a stimulating and amusing environment. Moreover, the youngsters are able to immortalize their enchanting *Clic!* experience by leaving with a souvenir photo of their visit, compliments of the Little Heroes.

The Bank created the Little Heroes Club four years ago as a means of grouping the majority of its corporate giving, sponsorship and community involvement initiatives geared for children and families under a single umbrella. Made up of young, dynamic and dedicated animators, the Little Heroes Club offers children a varied range of activities at events in which the Bank participates. These activities are aimed at entertaining and encouraging them to get involved in sports and culture, as well as at developing their community spirit.

"The Little Heroes Club program reflects the Bank's commitment to supporting and maintaining its proximity to one of its prime clientele — families," underlines Gladys Caron, Vice-President of Public Affairs, Communications and Investor Relations. "Because the *Clic!* discovery zone is making a very valuable educational contribution in the lives of children, the Bank's association with the exhibition is perfectly aligned with our dedication to promoting the development of young people."

#### About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that manages more than \$35 billion in balance sheet assets and has over \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada's Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, accessibility and conviviality, Laurentian Bank serves more than one million clients within market segments in which it holds an enviable position. In addition to occupying a prime place 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. For its part, the institution's B2B Bank subsidiary is a Canadian leader in the provision of banking products to financial advisors and brokers, while Laurentian Bank Securities' expertise and effective integrated brokerage services are also widely recognized nationwide.

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