
LAURENTIAN BANK INVITING EMPLOYEES, CLIENTS AND FRIENDS TO PARTICIPATE ACTIVELY IN THE INTERNATIONAL BALLOON FESTIVAL

Montréal, August 9, 2012 – After a five-year partnership serving as Official Presenter of the International Balloon Festival of Saint-Jean-sur-Richelieu, Laurentian Bank is pleased to be renewing its association with the event through 2016. The Bank is inviting its employees, clients and friends to take advantage of all the colourful programming and new activities to be offered on the site to get maximum enjoyment out of their visit. This year's edition of the Festival is being held August 11-19, and it is definitely an event not to be missed.

Young Québec families will be enchanted by the attractions designed for both young and old. For example, youngsters are encouraged to stop by the entertaining toddler's corner – Les Petits + Laurentian Bank. They will also have the chance to express their artistic skills and take home a souvenir photo from the badge-making workshop.

The Bank is extending a special invitation to its clients and employees to attend the International Balloon Festival, where they will have privileged access to the Laurentian Bank Lounge. This is a perfect spot to watch the balloons take flight, or simply to relax and enjoy some refreshments.

"We are very proud to be contributing to such a major event, and we are determined to maintain our role as Official Presenter for many years to come," underlined Stéphane Gagnon, Senior Vice-President of Marketing and Product Management at Laurentian Bank. "It is in line with our commitment to making a real difference in the lives of our clients and to constantly offering them more that we decided to set up our tent this year so that they may enjoy the Festival in an original new way."

Also new this summer is the fact that the public will be able to track the movements of the Laurentian Bank balloon via Twitter (@BALLONBL). In addition, a photo contest has been organized that will run until August 20. Participants are urged to keep their lenses on the lookout for the balloon sporting the Bank's colours for a chance to win one of a number of prizes, including a balloon ride for two!

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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