



THE LAURENTIAN BANK ENCOURAGES MONTREALERS TO EMBRACE PUBLIC TRANSIT

Montreal, September 20, 2010 – With the 2010 edition of *In Town Without My Car, for a whole week!* in full swing, the Laurentian Bank—official presenter of the event—is following in stride with the *Agence métropolitaine de transport* (AMT) and encouraging everyone who travels to and within downtown Montreal to use public transit. This annual event is gaining increasing momentum, which is why this year it has been extended over an entire week. To honour the expanded program, everyone from the Greater Montreal area who commutes downtown can contribute to cleaning the air by making a responsible gesture: favouring public modes of transportation.

“With the Laurentian Bank’s head office being located right inside the perimeter that will be closed to traffic on September 22, it’s only natural that we participate actively in this event,” said Gladys Caron, Vice-President, Public Affairs, Communications and Investor Relations for Laurentian Bank. “As a responsible corporate citizen, we want to play an active role in reducing the effects of vehicles on the urban environment by raising the awareness of all those who travel to and within the downtown area.”

This initiative to promote public transit is completely in-step with Laurentian Bank’s core value of proximity, whereby the Bank wishes to be closely involved in the action taking place in the communities it serves. It is in this spirit that the Bank has made available to metro users automated banking machines in all 72 of the metro stations of Montreal, the South Shore and Laval. The Bank is thus helping to make the public transit system even more convenient by facilitating users’ access to enhanced services.

The Laurentian Bank goes the distance in this collective movement

To inspire even more interest in public transit, Laurentian Bank has organized a contest to encourage the public to use sustainable means of transportation. Until September 24, 2010, anyone can register on the Bank’s website at www.laurentianbank.ca/contest for a chance to win one of 10 monthly transportation passes. In addition, on Wednesday, September 22, a special task force will be distributing OPUS card protectors to public transit users from 6:30 to 9:30 a.m. at Central Station, Lucien-L’Allier station and the downtown bus terminal, located at the 1000, De La Gauchetière West.

Furthermore, in order to sensitize its employees to environmental issues, the Bank launched an internal contest. Employees simply had to share with their colleagues the small gestures they make on a daily basis to protect the planet for their chance to win a beautiful, brand new bike.

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



Press release

FOR IMMEDIATE RELEASE

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. Laurentian Bank of Canada has more than \$23 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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Information:

Manon Stébenne

Senior Manager

Media and Public relations

514 284-4500, extension 8232

manon.stebenne@banquelaurentienne.ca