
THE LAURENTIAN BANK AND THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU: PROUD SPONSOR ONCE AGAIN!

Montréal, June 13, 2012 – After five years of fruitful partnership as Official Sponsor of the event, the Laurentian Bank is proud to renew its association with the International Balloon Festival of Saint-Jean-Sur-Richelieu until 2016. This year's edition boasts an absolutely spectacular program extending from August 11th to 19th.

The Laurentian Bank invites young Quebec families to visit the toddler's corner – Les Petits + Laurentian Bank. This year, kids will have the opportunity to express their creative spirit at the badge-making workshop and bring home a colourful picture souvenir.

This year, the Laurentian Bank extends to its clients and employees a special invitation to attend the International Balloon Festival. While onsite, they will benefit from a privileged access to the Laurentian Bank lounge, a prime spot to view the balloons as they lift off or to simply relax and have a drink.

"The Laurentian Bank is proud to support this tremendous event and is committed to honour its role as Official Sponsor for many years to come", said Stéphane Gagnon, Senior Vice-President of Marketing and Product Management at Laurentian Bank. Since the Laurentian Bank is determined to make a difference in the lives of its clients, we decided to create a unique experience by opening a tent for their benefit during the International Balloon Festival. We are always ready to go above and beyond to please them."

This summer, scan the sky for the Laurentian Bank balloon as it hovers across Quebec. Better yet, keep tabs on our balloons' adventures via Twitter as we broadcast news from our trips live.

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.

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 \$29 billion in balance sheet assets and more than \$32 billion in assets under administration. Founded in 1846, it has been selected among the Québec and Atlantic Canada regional winners of the 2011 edition of Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 4,000 people.

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