



LAURENTIAN BANK TO PRESENT C2-MTL, AN IMMERSIVE AND COLLABORATIVE NEW CONFERENCE EXPERIENCE

Montréal, May 22, 2012 – Laurentian Bank is extremely pleased to be serving as presenter of the C2-MTL event, a new international conference concept based on the dynamic fusion of commerce and creativity. The Bank's Executive Vice-President of Retail and SME Financial Services, Mr. Luc Bernard, will be introducing entrepreneur Ian Schrager, who will be making a presentation at the conference. This new experience was designed and developed by the Sid Lee advertising agency, working hand-in-hand with the Cirque du Soleil as creative partner.

"C2-MTL offers both businesspeople and those working in the creative milieu an opportunity to recognize the potential for creativity within Montréal and Québec, as well as to drawn on such potential on the international scene," explains Luc Bernard. "It is in this very spirit that the Bank has adopted a variety of innovative concepts, adapting and refining them to create veritable sources of inspiration. The commerce/creativity loop has no end."

C2-MTL will feature a number of speakers who are respected and recognized as authorities in their individual fields. It will also offer a range of unconventional experiences, such as performances by Moment Factory and immersive exhibitions. The event starts today and runs until May 25 in the heart of Montréal's Griffintown district.

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.

-30-

Information:

Valerie Archambault

Public Relations Advisor

514 284-4500, extension 3150

valerie.archambault@banquelaurentienne.ca