



**LAURENTIAN BANK SUPPORTING YOUNG ALPINE SKIERS WITH THE
PRESENTATION OF THE K1 PROVINCIAL CHAMPIONSHIP**

Montréal, February 29, 2012 – Under the banner of its partnership with Ski Québec Alpin, Laurentian Bank is pleased to be lending its support to young competitors by serving as title sponsor of the Laurentian Bank K1 Provincial Championship. This high-level competition is being held March 2-4 this year at the Val-Saint-Côme Ski Centre in the Lanaudière region.

The K1 Provincial Championship features the youngest skiers on the circuit — 11- and 12-year-old boys and girls selected by their regional Ski Québec Alpin organization. These races initiate youngsters to the world of competitive skiing on a provincial level. They also serve as a catalyst to get the organization's regional coordinators and coaches to implement development programs that help these young skiers gain a solid technical foundation.

"It is by way of competitions like this that future champions begin to emerge, and our support is essential during this crucial stage," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations. "These meetings of young athletes who originate from different regions help promote exchange, and Laurentian Bank is delighted to be making a concrete contribution to their development."

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 \$24 billion in balance sheet assets and more than \$35 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 3,700 people.

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