



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK BACK ON THE DIVING BOARD AGAIN WITH THE ROUGE ET OR

Montreal, December 17, 2010 – Laurentian Bank is pleased to announce that it is renewing its association with Université Laval's Rouge et Or Diving Club in the role of major sponsor. Having lent its support since 2001, this marks the Bank's 10th year of partnership with the Club.

Laurentian Bank also serves as a principal sponsor of the junior and senior provincial championships, which are being held at Université Laval's PEPS from today through December 19. Moreover, the Bank will be principal sponsor of the next championships to take place at the same location March 11-13, 2011.

Laurentian Bank's sponsorship of the Rouge et Or Diving Club and the provincial championships are but two of the numerous examples of the institution's commitment to supporting organizations in the communities where it operates. The Bank is delighted to be involved in the Quebec City region and strongly encourages young people to participate in this sport within which the province and the rest of Canada have often earned international distinction.

Part of Quebec City's Socioeconomic Fabric for the Past 25 Years

This year's sponsorship of the Rouge et Or Diving Club coincides with Laurentian Bank's celebration of its quarter-century-long presence in the Quebec City area. Today, the Bank has 12 points of service in the National Capital region. These include its first branch representing the new generation of its financial services boutique concept promoting simplicity, accessibility, proximity and client support. The new branch located in Complexe Jules-Dallaire was inaugurated this past November.

The Bank's branch network serves both individuals and businesses with a full range of banking services, and it caters to brokerage needs through its Laurentian Bank Securities office. Recognized for the quality and variety of its services, the Bank has distinguished itself from other institutions by way of its client approach. Dedicated to maintaining proximity and simplicity in its client relations, the organization places particular importance on human contact, which has been one of the keys to its success within the Quebec City market and everywhere else it operates.

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 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 \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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