



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK'S LITTLE HEROES CLUB INVITES YOUNGSTERS TO PARTICIPATE IN THE *MUSIC IS HEROIC!* CONTEST AS PART OF MUSIC WEEK

Montréal, February 25, 2010 – February 27 – March 7 will mark Music Week, presented by Laurentian Bank and Youth and Music Canada. Being held during school break, the vibrant week will feature 88 concerts and workshops to be presented at 37 different locations on and around the Island of Montréal.

Under the banner of this partnership, Laurentian Bank's Little Heroes Club is pleased to invite young people to take part in the *Music is heroic!* contest. Simply by visiting the Club's Web site, youngsters can not only have fun playing a variety of interactive games, drawing and discovering a number of other entertaining and educational activities, they can also enter the contest for a chance to win:

- **1st Prize:** A youth concert performed by Youth and Music Canada at the winner's school or daycare, along with a visit from the Little Heroes Club
- **2nd Prize:** A family subscription to four concerts in Youth and Music Canada's Music for Families series

Youngsters can try their luck from February 26 through March 31 by entering the contest online at www.littleheroesclub.ca. Complete Music Week programming information is also available online at www.jmcanada.ca.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating 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 \$22 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

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