



Press release

FOR IMMEDIATE RELEASE

MY PLANET... MY CONCERN! **A CONTEST IN CONJUNCTION WITH EARTH DAY**

Montréal, April 22, 2010 – Under the banner of this year's Earth Day, Laurentian Bank's Little Heroes Club is inviting youngsters to take part in the *My Planet... My Concern!* contest on its Web site at www.littleheroesclub.ca.

Simply by indicating what gestures they make to save our planet, children become eligible to win a telescope. While visiting the Club's site, young people can also play interactive games, draw and try various experiments.

About the Little Heroes Club

Promoting the values of self-confidence, perseverance, and the surpassing oneself, Laurentian Bank's Little Heroes Club strives to enhance children's self-esteem by highlighting their accomplishments large and small. Through their presence at different sports and family-oriented events across Québec, and via their Internet site, the Little Heroes Club provides families with the opportunity to enjoy a wide range of memorable experiences and emotions.

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 \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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