



## Press release

FOR IMMEDIATE RELEASE

### LAURENTIAN BANK JOINS WITH NATURE CONSERVANCY TO PROMOTE DISCOVERY OF THE LAURENTIANS REGION'S NATURAL HERITAGE

**Montréal, June 27, 2012** – Laurentian Bank is pleased to announce a new partnership with the Québec branch of Nature Conservancy of Canada (NCC) by way of a \$100,000 donation to the organization. This association will allow for the conservation of habitats essential to the safeguarding of threatened species, while promoting public access to protected territories for nature discovery activities.



From left to right: Pierre Nicol, Laurentian Bank's Assistant Vice-President, Regional Market, Laurentians and North Shore, Manon Stebenne, Laurentian Bank's Senior Manager, Media and Public relations, Gladys Caron, Laurentian Bank's Vice-President of Communications, Public Affairs and Investor Relations and Nathalie Zinger, Vice-President of Nature Conservancy of Canada in Québec

"With the demand for access to natural environments constantly growing in the Laurentians region, we are proud to have forged a partnership with Nature Conservancy of Canada," underlined Gladys Caron, Laurentian Bank's Vice-President of Communications, Public Affairs and Investor Relations. "Striving to perpetuate its involvement in the community, the Bank will organize a first activity in collaboration with NCC this fall aimed at enabling its employees and clients to discover the natural environments of this magnificent region."

"We are delighted to be associated with Laurentian Bank," added Nathalie Zinger, Vice-President of Nature Conservancy of Canada in Québec. "By participating in the protection of our natural heritage, the Bank will make an unparalleled impact on the promotion of public awareness about the importance of safeguarding the territories that are emblematic of the Laurentians area, while, at the same time, offering people an unforgettable discovery experience."



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### Protection of a Natural Heritage

Established half a century ago, Nature Conservancy of Canada has contributed to protecting close to 900 hectares in the Laurentians over the past 10 years or so. Located within proximity of the Montréal metropolitan area, the Laurentians serve as a preferred region in Québec for enjoying a host of outdoor activities. Moreover, numerous zones protected by public or private authorities offer tremendous biodiversity and contribute to the conservation of more than 40 different wildlife and 125 plant species that are endangered.

### 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 \$30 billion in balance sheet assets and more than \$33 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs more than 4,000 people.

### About Nature Conservancy of Canada

Nature Conservancy of Canada is a private, non-profit organization dedicated to assuring the long-term conservation of natural environments that are important for biological diversity. Since 1962, NCC has contributed to protecting more than a million hectares of high-ecological-value territories in Canada, including 26,500 hectares in Québec. As this country's leader in the area of natural environment conservation, NCC's objective is to protect sites with exceptional biodiversity for their intrinsic value, but also for the interests of present and future generations. The organization works in close collaboration with property owners, private and public enterprises, conservation groups, local communities and governments. More information about NCC is available online at [www.natureconservancy.ca](http://www.natureconservancy.ca).

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