



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK BECOMES PRINCIPAL PARTNER OF THE QUÉBEC CITY REGIONAL SOCCER ASSOCIATION

**Montréal, June 1, 2010** – Laurentian Bank is pleased to announce that it has concluded a three-year agreement with the Québec City Regional Soccer Association (QCRSA) to support that organization's activities during the current and subsequent two seasons. As such, the Bank becomes the principal partner of the Laurentian Bank Metro-Québec League, which encompasses 400 teams in the National Capital region. The Bank also becomes an official partner of the *Esprit Sportif* campaign.

Laurentian Bank has been an active supporter of the practice of soccer in Québec for a number of years now. It is associated with several organizations and clubs and participates in the development of this sport in a concrete fashion. In fact, close to 50 soccer clubs, representing approximately 41,000 young people, benefited from Laurentian Bank's support in 2009. Within the Québec City region, the Bank is also supporting the Québec-Centre Soccer Association (part of the QCRSA) as a principal sponsor for a period of three years.

"We are very concerned with the development of young people and are consolidating our commitment to contributing in various ways," explained Mr. Michel Garneau, Vice-President of Personal Banking Services for the Québec City region and eastern Québec. "Our involvement with young families and their children who play soccer is part of that commitment because soccer is a readily accessible and very popular sport that promotes important values such as physical fitness and team spirit."

#### **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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