
LAURENTIAN BANK JOINS THE EXTENSIVE *DÉFI CLIMAT* CAMPAIGN

Montréal, May 1, 2012 – Laurentian Bank is pleased to be participating for the first time this year in *Défi Climat* (Climate Challenge). Starting today and running through June 8, *Défi Climat* is the most extensive campaign in Québec aimed at sensitizing and engaging citizens in the fight against climate change. This series of events is being organized jointly by *Conseils régionaux de l'environnement du Québec* and *Équiterre*.

Last year, a total of 1,277 organizations and 52,000 participants committed to doing their part for the environment and to reducing their energy consumption. In order to mobilize as many participants as possible, the Bank is encouraging all of its employees to register individually for the event online at deficlimat.qc.ca, as well as to participate in teams in such light-hearted but productive challenges as the *Zero Solo Driving Challenge*, the *Meatless Lunch Challenge*, the *Holdin' on to My Mug Challenge*, and the *E-Waste Challenge*.

“Laurentian Bank is delighted to be taking part in this initiative,” underlined Ms. Gladys Caron, Vice-President of Public Affairs, Communications and Investor Relations. “We are convinced that this first campaign of ours will be a real success thanks to the dedication, the enthusiasm and the social involvement of our employees.”

The participation of Bank employees in *Défi Climat* is perfectly aligned with a series of unique and innovative initiatives aimed at enhancing the organization’s proximity to its employees while creating a most stimulating work environment. In fact, these efforts were recognized in 2011 by the Waterstone Capital firm, which ranked the Bank among the winners of the Most Admired Corporate Cultures in Canada competition.

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 \$29 billion in balance sheet assets and more than \$32 billion in assets under administration. Founded in 1846, it has been selected among the Québec and Atlantic Canada regional winners of the 2011 edition of Canada’s 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 4,000 people.

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