



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK INVITES YOUNGSTERS TO VISIT THE MEMBERS OF THE LITTLE HEROES CLUB DURING THE *DÉFI ALPIN DU CARNAVAL*

Montréal, February 2, 2010 - This coming February 6 and 7, the Le Relais Ski Centre will be playing host to the *Défi alpin du Carnaval*, a provincial ski competition for 5-10-year-olds. Presented by Ski Québec Alpin and Laurentian Bank, this event will attract more than 400 young athletes from around Québec as well as the United States to compete in a festive carnival atmosphere.

For the occasion, the members of Laurentian Bank's Little Heroes Club will be on hand to entertain youngsters and invite them to participate in a relay race to obtain a little surprise.

In addition, young people are encouraged to visit the Little Heroes Club Web site at www.littleheroesclub.ca, where they can enter the *Come play outside with the Little Heroes!* contest for a chance to win a \$100 Sports Experts gift certificate. Both amusing and educational, this Web site allows children to test their scientific knowledge, draw, and to play various interactive games designed to let them and their families share some enjoyable time together online.

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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