
**LAURENTIAN BANK AND THE LITTLE HEROES CLUB
ENCOURAGING YOUNG SKIERS AT THE DÉFI ALPIN DU CARNAVAL**

Montréal, February 2, 2011 - The provincial skiing competition for 5-10-year-olds known as the *Défi alpin du Carnaval* will be taking place February 5-6 at the Le Relais Ski Centre. Being presented jointly by Ski Québec Alpin and Laurentian Bank, the event will play host to more than 400 athletes originating from across the province to enjoy some friendly competition in a festive carnival atmosphere.

Laurentian Bank is pleased to be dispatching its Little Heroes Club to take part in the event. Their main goal will be to get the little ones moving by encouraging them to participate in an amusing game of skill for a chance to obtain a special Club surprise.

Moreover, youngsters will have an opportunity to visit the Little Heroes Club's Web site at littleheroesclub.ca to enter the *This winter, it's all happening on the ski hills!* contest, which is offering a one-day family pass at the ski centre of their choice up for grabs. Both entertaining and educational, this Internet site enables young people to try their hand at some scientific experiments, draw and have fun with various interactive games designed especially to allow them and their families to share some pleasant moments together.

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 \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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Information:

Valérie Archambault
Public Relations Advisor
514 284-4500, extension 3150
valerie.archambault@banquelaurentienne.ca