



**LAURENTIAN BANK LENDING ITS SUPPORT TO THE
OLO FOUNDATION FOR A 11TH YEAR AND PRESENTING THE OLO LUNCH**

Montréal, October 9, 2012 – Laurentian Bank is pleased to be renewing its support of the OLO Foundation as presenter of the OLO Lunch, which is being held today at Bonsecours Market under the theme of *To your health!* in promotion of the health of infants. An active supporter of the Foundation for the past 11 years, the Bank is delighted to be participating in this event, which is being presided over for the fifth consecutive year by Mr. Luc Bernard, Executive Vice-President of Retail and SME Financial Services.

The ninth edition of the OLO Lunch was designed and prepared this year by the Agnus Dei catering team to celebrate the universal pleasure of sitting down around a table to share a meal. All of the profits raised through the benefit will go to OLO's fundraising program. Last year, the OLO Lunch posted a record rate of participation, raising a total of \$138,000.

"Since its first year of association with this cause, Laurentian Bank has contributed over \$100,000 in donations to the OLO Foundation," explains Mr. Bernard. "We are extremely proud to be playing a tangible role in improving the diet of the pregnant women enrolled in the OLO program and, thus, the health of the children they carry. In fact, we are not only offering a gift of health, but, in some cases, the gift of life as well."

The OLO Foundation is dedicated to giving all babies an equal chance to enter the world in good health by offering eggs, milk, orange juice and vitamin supplements to financially disadvantaged pregnant women. Each year in Québec, close to 17,000 expectant mothers — or one woman out of five — endure their pregnancy in poverty and risk giving birth to a premature or underweight baby. Since its creation in 1991, the OLO Foundation has helped some 200,000 future mothers deliver healthy babies.

About Laurentian Bank

Laurentian Bank of Canada is a pan-Canadian banking institution that has more than \$35 billion in balance sheet assets and over \$32 billion in assets under administration. Founded in 1846, Laurentian Bank was 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.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.



Press release

FOR IMMEDIATE RELEASE

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