



Press Release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK PRESENTING THE *IN TOWN WITHOUT MY CAR* EVENT FOR A THIRD YEAR

Montréal, September 06, 2012 – Laurentian Bank is very pleased to be associating with the *In Town Without My Car* event for third consecutive year in the role of Presenter. Organized by the Agence métropolitaine de transport (AMT), this event is also celebrated in more than 2,000 cities around the world as a means of sensitizing the public to the harmful effects of excessive automobile use on the quality of urban life.

Because the event is being held on September 22, which falls on a Saturday this year, it will be moved to the Old Port of Montréal, where a host of activities will be presented, including tours of train cars, a rally and colourful shows. Laurentian Bank's Little Heroes Club will also be on hand to contribute to the festive atmosphere by offering diversions designed especially for youngsters. In addition this year, the Bank is partner of the *In Town Without My Car* blog at <http://intownwithoutmycar.com>, an online platform for reflection on the promotion of public transit and on the means of transportation that can serve as alternatives to solo-commuting.

As part of the festivities, the Bank and AMT will be distributing complimentary tulip bulbs at select train stations and bus terminals of greater Montréal on September 19 and 20 in order to thank public transit users. "This is our way of encouraging people who favour the different modes of public transportation and who, thus, are contributing to improving our environment," underlines Gladys Caron, the Bank's Vice-President of Public Affairs, Communications and Investor Relations. "We are delighted to be working hand-in-hand with event organizer AMT and to be actively involved in this concrete initiative that is part of a truly global movement."

General public contest: « In public transport, let's ride! »

Under the banner of the *In Town Without My Car* event, Laurentian Bank is also organizing the *In public transport, let's ride!* contest to encourage the population to use public transit. From September 6 through September 23, people will be able to enter the contest online at banquelaurentienne.ca for a chance to win one of two AMT annual passes and 10 monthly passes. Winners of the draw will be announced on September 25.

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 financial intermediaries through B2B Bank, 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 \$34 billion in balance



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sheet assets and more than \$33 billion in assets under administration. Founded in 1846, it has been 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.

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