

LAURENTIAN BANK AND THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU: A PARTNERSHIP THAT CONTINUES TO FLY HIGH

Montréal, June 1, 2010 – Laurentian Bank is pleased to be actively participating for the fourth consecutive year as a Presenter of the International Balloon Festival of Saint-Jean-sur-Richelieu. Always anxiously awaited by hot air balloon enthusiasts from near and far, this popular event will be held this year August 14-22 and will feature no fewer than 115 colourful balloons, along with a wealth of activities of all kinds.

Among the attractions to be enjoyed at the Festival is the *Laurentian Bank Little + animation area*, which will be made even more appealing this year with renewed activities and décors. For its part, the *Laurentian Bank Little + House* will be decked out in vibrant colours and offer children an opportunity to transform themselves with makeup, amusing hairdos and original costumes, and then to admire their new look in decorative and distorting fun-house mirrors. Youngsters will also be able to enjoy an array of other fun diversions on-site, including family photos on the *Laurentian Bank Giant Chair*, Fishing for Numbers, the Sandbox, the Balloon Booth, as well as the 1, 2, 3, Go! course for little ones aged 0 to 3.

"More than ever, our participation in the International Balloon Festival testifies to the Bank's commitment to maintaining close relations with its prime family clientele," underlines Stéphane Gagnon, Vice-President of Marketing at Laurentian Bank. "Indeed, our institution is constantly striving to enable the people it serves to enjoy the most memorable experiences and emotions through wonderful events like this one. Over the years, we have gotten involved in increasingly large-scale events that touch more and more organizations and individuals. This direct contact is extremely important to us, and we are delighted to be able to solidify our ties through such highly successful and popular events as the International Balloon Festival of Saint-Jean-sur-Richelieu."

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 \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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