
**THE INTERNATIONAL BALLOON FESTIVAL OF SAINT-JEAN-SUR-RICHELIEU
PRESENTED BY LAURENTIAN BANK TAKES FLIGHT TOMORROW!**

Montréal, August 12, 2011 - Laurentian Bank is delighted to be participating in the International Balloon Festival of Saint-Jean-sur-Richelieu August 13-21 as an official Presenter for the fifth consecutive year. Starting tomorrow, festivalgoers will have an opportunity to watch the colourful hot air balloons soar, as well as to enjoy a host of wonderful activities sure to please all ages.

The Bank is inviting families to visit its colourfully decorated *Laurentian Bank Little* + animation area, where children can be transformed with original makeup, hairdos and costumes, and then go to admire their new look in front of decorative and distorting mirrors. They can also take part in a variety of other amusing activities on-site, such as having family pictures taken in the *Laurentian Bank Giant Chair*, or going *Fishing for Numbers* or stopping by the Balloon booths to pick up free helium balloons. For their part, young ones aged 0 to 3 will be sure to enjoy the foam-filled *1,2,3 GO!* Activity. Furthermore, in addition to offering various surprises, the Bank will be marking its fifth year as an official Presenter of the event by again providing festivalgoers with the opportunity to live the magic of the *Laurentian Bank Flights*, during which close to 125 hot air balloons will soar up into the skies above the Haut-Richelieu at sunset.

"The International Balloon Festival constitutes an exceptional occasion for us to rendezvous with our prime family clientele," underlines Laurentian Bank's Senior Vice President of Marketing and Product Management, Stéphane Gagnon. "For the fifth year in a row, we are delighted to be associating with this highly successful event, which was distinguished with the 2010 Grands Prix du tourisme québécois Gold Prize in the Festivals and Tourism Events category. It is an honour and, most of all, a great pleasure that we wish to share with the many families that come to revel in this truly remarkable and festive celebration."

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 3,700 people.

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Information:

Mary-Claude Tardif

Public Relations Advisor

514 284-4500, extension 4695

mary-claude.tardif@banquelaurentienne.ca