



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK INVITES YOUNGSTERS TO MEET ITS LITTLE HEROES CLUB DURING SCHOOL BREAK AT THE MUSÉE DE LA CIVILISATION DE QUÉBEC

**Québec City, March 2, 2011** – Laurentian Bank's Little Heroes Club is pleased to be associating with the Musée de la civilisation for school break. During the weekends of March 5-6 and March 12-13, the members of the Club will be at the *Il était une fois...* (*Once upon a time...*) workshop to immortalize each child participating with a souvenir photo of their visit to this enchanted forest.

*Il était une fois...* is aimed, in particular, at youngsters 3-10 years of age and the adults accompanying them. A costume workshop that draws its inspiration from fairy tales of all kinds, the event will feature a range of new equipment, reconfigured spaces, an array of colourful garb, and a variety of formulas designed to enable children to discover the immense potential of fables to stimulate their creative spirit.

Laurentian Bank established a partnership with the Musée de la civilisation last June, agreeing to sponsor the *Il était une fois...* workshop for a period of five years. This partnership is perfectly aligned with the Bank's commitment to maintaining close ties with young families. By reinventing stories and characters through the magic of costumers, the workshop allows children to deploy their talents and creativity under the banner of an enriching family activity.

#### Actively Involved in Québec City's Socioeconomic Fabric for a Quarter-Century

This sponsorship coincides in timely fashion with Laurentian Bank's celebration of its 25-year presence in the Québec City area in 2010. The Bank now operates 12 service points in the National Capital region, catering to individuals and businesses with banking services, as well as meeting their brokerage needs via the local Laurentian Bank Securities office. Recognized for the quality and variety of its services, Laurentian Bank stands apart through its client approach. While promoting proximity and simplicity in its client relations, the Bank assigns particular importance to human contact, which has been one of the keys to its success in the Québec City market, as well as in the other markets in which it operates.

#### 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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