
**LAURENTIAN BANK ISSUES ITS 2011 SOCIAL RESPONSIBILITY REPORT:
*Firmly Rooted for 165 Years***

Montréal, March 20, 2012 – Laurentian Bank is pleased to announce the release of its 2011 Social Responsibility Report entitled *Firmly Rooted for 165 Years*. Available on the Internet, the Report presents a detailed overview of the Bank's commitments and accomplishments with respect to governance, its clients, its employees, and the communities in which it operates. The document also outlines the organization's actions related to sustainable development.

As pointed out by Bank President and CEO, Réjean Robitaille, "this document testifies to our constant preoccupation with the issues that touch all aspects of our relations, both as a responsible corporate citizen locally, and on a broader level. With a history of client service that dates back 165 years, we continue to embody the spirit of youthfulness and innovation that has always characterized our actions."

Following are but a few of Laurentian Bank's key accomplishments outlined in its Social Responsibility Report:

- The Bank established a set of rules of corporate governance and policies to serve as a framework for its actions and relations with the various parties with which it interacts. This corporate governance guides the management practices of the organization, which promotes the highest standards of ethical conduct.
- The Bank's corporate culture was ranked as being among the 10 most admired in the Québec and Atlantic regions of Canada by the Waterstone Human Capital firm. For example, the organization's commitment to proximity and its agility with respect to its different publics are at the heart of its vision, its distinctions and innovative business accomplishments, and its corporate social responsibility.
- The Bank opened a number of new financial services boutiques and otherwise pursued its efforts to improve the client experience by deploying its client relations management system, thus providing its branch advisors with the means to gain greater client knowledge and better serve client needs.
- The Bank has contributed more than \$2 million to various different organizations.

The Social Responsibility Report is based on *Global Reporting Initiative* (GRI) performance indicators. In line with the Bank's efforts to continuously improve its account rendering performance, it has added 42 indicators to bring its total to 68, which attests to the importance the organization assigns to the transparency of its activities with regard to our stakeholders. The Report is available online at laurentianbank.ca under the *Laurentian Bank* tab in the *Your Bank* section.

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.



Press release

FOR IMMEDIATE RELEASE

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 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 \$29 billion in balance sheet assets and more than \$32 billion in assets under administration. Founded in 1846, it has been selected among the Québec and Atlantic Canada regional winners of the 2011 edition of Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 4,000 people.

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