



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK MARKS ITS SIXTH SEASON AS PRINCIPAL SPONSOR OF THE SOUTH SHORE REGIONAL SOCCER ASSOCIATION

**Montréal, June 7, 2010** – For the sixth consecutive year, Laurentian Bank is pleased to be associated in the role of principal sponsor with the South Shore Regional Soccer Association (SSRSA). As it has demonstrated over the years, the Bank is particularly concerned with the development of young people. Its involvement with young families and their children who play soccer is part of its commitment to supporting organizations within the communities in which it operates.

“Last year in Québec, no fewer than 50 soccer clubs, representing approximately 41,000 youngsters, benefited from Laurentian Bank’s support,” underlined Lucie Méthot, the Bank’s Assistant Vice-President of the Montréal South Shore Regional Market. “Our institution is very pleased to be offering its support in the South Shore and to be encouraging the participation of young people in this soccer league. The SSRSA’s 2010 season will culminate with the Laurentian Bank Cup series for the regional A league, which will be held in Brossard next September 18-19.

Laurentian Bank lends its support to soccer leagues, clubs and associations in various regions of Québec, and it actively participates in the development of the sport. Moreover, numerous Bank employees serve as volunteers with organizations in which their children are registered. The Bank encourages the practice of this sport in particular because it is readily accessible to everyone and allows young people to develop their physical fitness and team spirit.

#### **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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