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## **LAURENTIAN BANK RETURNING TO THE PITCH WITH THE SOUTH SHORE REGIONAL SOCCER ASSOCIATION**

**Montréal, June 6, 2012** – Laurentian Bank is pleased to be supporting the South Shore Regional Soccer Association (SSRSA) as principal sponsor for the eighth consecutive year. The development of young people is a priority for the Bank, and its commitment to young families and their children who play soccer is part of its longstanding policy of supporting organizations in the communities in which it operates.

“Some 45,000 young players across Québec will be benefiting from our organization’s support this summer,” underlines Yves Chagnon, Laurentian Bank’s Assistant Vice-President of the South Shore Market. “Our institution is delighted to be encouraging the active involvement of youngsters in this soccer league.” The SSRSA’s 2012 season will culminate September 15-16 with the regional A league Laurentian Bank Cup.

The ever-increasing popularity of soccer in Québec is representative of a universal movement, as it is the most widely played sport in the world today. Laurentian Bank is proud to be part of this movement by encouraging the practice of this unifying and team-building sport in numerous regions of the province. In fact, not only does the Bank lend its financial support to a variety of soccer associations, but a good number of its employees serve as volunteers with these organizations throughout the season.

### **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 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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