



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK TO GET FESTIVALGOERS DANCING AT THE *WEEK-ENDS DU MONDE*

**Montréal, July 6, 2012** – Laurentian Bank is pleased to be associated with the *Week-ends du monde* event being held at Parc Jean-Drapeau this July 7, 8, 14 and 15. In fact, Laurentian Bank Place will serve as an ideal spot for festivalgoers to strut their stuff with the help of members of the Saint Tropez Dance Company, who will be showing visitors the rudiments of Latin dance such as the salsa, merengue and bachata, to name but a few. This Latin fiesta will be offered from noon to 11:00 p.m. on two of the weekends. Laurentian Bank is also providing an area for relaxing, a tequila bar, and a DJ to make for a truly festive ambiance.

“We are very proud to be participating in this event that showcases the cultural diversity of Montréal, while paying tribute to no fewer than 60 different cultures through music, dance and culinary delights,” underlines Stéphane Gagnon, Senior Vice-President of Marketing and Product Management at Laurentian Bank. “At the same time, we are delighted to be offering festivalgoers a place where they can discover the enchantment of Latin dance.”

#### **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 \$30 billion in balance sheet assets and more than \$33 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada’s 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs more than 4,000 people.

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