



Press release

FOR IMMEDIATE RELEASE

LAURENTIAN BANK INVITES THE PUBLIC TO TAKE ADVANTAGE OF THE JOYS OF WINTER AT THE 28TH *FESTI-GLACE DE LA RIVIÈRE L'ASSOMPTION*

Montréal, January 19, 2010 – Laurentian Bank is pleased to be participating in the 28th edition of the *Festi-Glace de la rivière L'Assomption* as a presenter of a series of Introduction to Ice Sculpture workshops. This coming February 5-7 and 13-14, festivalgoers are expected to converge in large numbers on Louis-Querbes Park and on the frozen surface of the Assomption River to enjoy an invigorating variety of outdoor activities.

“We are delighted to be associated with this winter festival that is increasingly popular with families and open-air enthusiasts,” underlines Luce Drainville, Manager of the Bank’s Joliette branch. “We at Laurentian Bank are dedicated to being actively involved in the communities in which we operate and to showing our support for our prime clientele — young families. Our partnership with *Festi-Glace* is an excellent example of that commitment.”

During this 28th edition, families will be encouraged to take part in the ice sculpture workshops and learn basic techniques from a professional. The sessions will be offered free of charge from 12:30 p.m. to 3:30 p.m. on February 6, 7, 13 and 14 alongside the skating rink at Louis-Querbes Park. For their part, the employees of the Joliette branch are looking forward to meeting festivalgoers and to presenting young ones on hand with a little surprise!

In conjunction with this sponsorship, Laurentian Bank is inviting youngsters to visit the Little Heroes Club online at www.littleheroesclub.ca and to enter the *Come play outside with the Little Heroes* contest for a chance to win a \$50 gift certificate redeemable at any Sports Experts store. Both amusing and educational, this Web site offers children the opportunity to test their scientific knowledge, to draw, and to have fun playing interactive games designed to enable them and their family to share some entertaining time together.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating 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 \$22 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

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