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## **LAURENTIAN BANK TO TAKE TO THE SLOPES AGAIN IN 2011 WITH SKI QUÉBEC ALPIN**

**Montréal, January 13, 2011** – Laurentian Bank is pleased to announce that it is lending its support to Ski Québec Alpin (SQA), the Québec Federation of Alpine Skiing, as a Prestige Partner for the third consecutive year. SQA is kicking off its season of activities with various programs for youth and a series of competitions in the Québec Federation's different regional circuits.

In view of another season to be brimming with events, Laurentian Bank has renewed its commitment as official sponsor of regional K2 circuits in the Laurentians, Lanaudière, Estrie, Québec City and the Outaouais. The circuit includes skiers of 13 and 14 years old.

The Bank is also serving as official sponsor of the K1 provincial championships, as well as principal sponsor of the Laurentian Bank *Défi du Carnaval*, which will see some 20 different ski clubs from across the province converge on the Le Relais Ski Centre for some heated competition among 5- to 10-year-olds.

"We at Laurentian Bank are extremely proud of this partnership that reaches out to and helps young skiers directly to improve their performance," underlines Gladys Caron, the Bank's Vice-President of Public Affairs, Communications and Investor Relations. "Our commitment is aimed essentially at the development and self-actualization of these young people — an objective that lies at the very heart of our sponsorship initiatives."

"Ski Québec Alpin is privileged to be able to count on Laurentian Bank's support of its commitment to offer young Quebecers an activity that enables them to evolve as both individuals and athletes," underlines Mr. Daniel Lavallée, Executive Director of Ski Québec Alpin. "Competitive alpine skiing is a sport that demands courage and perseverance -qualities that are essential to personal development. Thanks to Laurentian Bank, our athletes can set their sights on the highest heights!"

### **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 \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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