



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK PROUD TO HAVE BEEN ASSOCIATED WITH THE SUCCESS OF THE FIRST *BAL DU MAIRE DE QUÉBEC*

**Montréal, December 2, 2011** – Laurentian Bank is proud to have participated in the success of the first *Bal du maire de Québec* to benefit the *Fondation Québec Jeunes*. This grand event was held yesterday at the Château Frontenac under the theme, *Enchanted Winter*. Close to 400 businesspeople from the Québec City region responded to the appeal of launching a formidable message of hope by coming to the aid of young people.

Laurentian Bank's President and CEO, Mr. Réjean Robitaille, served as the Honorary President of the event, which succeeded in raising some \$205,000 — significantly exceeding the ambitious initial target of \$100,000. The funds raised will enable the *Fondation* to pursue its mission of supporting projects and resources to help boys and girls between the ages of 11 and 17 take charge of their development so as to be better able to meet the challenges of adult life.

"I am delighted to see how enthusiastically Québec City's business community heeded the call to contribute to the work of the *Fondation Québec Jeunes*," underlined Mr. Robitaille in reaction to the tremendous success of this first *Bal du maire de Québec*. "Young people represent the future of our society, and that is why the *Fondation* is dedicated to supporting concrete projects to facilitate their transition from adolescence to adulthood. It is certainly gratifying to observe the positive momentum with which the organization has initiated its activities in the Québec City area."

#### **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 \$24 billion in balance sheet assets and more than \$35 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 close to 3,700 people.

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