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**THE MEDIA'S BIG FOOD DRIVE: LAURENTIAN BANK APPEALS TO THE  
PUBLIC'S GENEROSITY ON THIS DAY OF SOLIDARITY**

**Montréal, December 1, 2011** - Proud of its role as Friend of the Media's Big Food Drive for an eighth year, Laurentian Bank is engaging the resources of its 158 branches, which will be serving as collection points for non-perishable food items and cash donations.

Each year, Bank employees contribute actively to the success of this event, spreading the cause's message of hope that they take so dearly to heart. Through this coming December 24, they will be working hard by collecting donations of non-perishables and cash in their branches or on the street on December 1, a day of warm solidarity across the province.

"Here at the Bank, the Media's Big Food Drive signals the approach of the holiday season," explains Luc Bernard, Executive Vice President, Retail and SME. "But it also serves a greater purpose — the mobilization of so many of our employees dedicated to fighting poverty. During this special year, when we are celebrating the Bank's 165<sup>th</sup> anniversary, we are more committed than ever to our tradition of supporting this cause in a spirit of mutual aid and giving that have long been among our organization's values."

Once again this year, some Bank branches will be serving as official counting stations on December 1. As such, we are pleased to be working in partnership with Garda, which will be offering its generous support with this activity.

Laurentian Bank and its employees are encouraging the public to give generously to the Media's Big Food Drive by dropping off their donations at any of its branches through December 24.

**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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