

**New carpooling network  
17,000 members online**

*Quebec City, July 14, 2009 - La Capitale Financial Group is pursuing its commitment to sustainable development by engaging in yet another environmentally responsible initiative. La Capitale today announced its association with The Carpooling Network, a partnership which will enable some 2,400 employees working in various Canadian cities including Quebec City, Montreal and Mississauga, to carpool to work by simply registering online under the English section at [www.lacapitale.covoiturage.ca](http://www.lacapitale.covoiturage.ca).*

This hi-tech tool will enable La Capitale's management and employees to contribute to the reduction of greenhouse gases which continue to have adverse effects on citizens' quality of life.

**Readily available and reliable**

Available throughout Canada via the [www.lacapitale.covoiturage.ca](http://www.lacapitale.covoiturage.ca) website, the network's 17,000 members will be impressed with its ease of use, performance and reliability. Registration enables members to quickly and easily find carpooling partners for their daily commutes to and from both home and office, as well as other business travel destinations.

**Committed to driving sustainable development**

Carpooling is another area where La Capitale Financial Group is solidly committed to driving sustainable development. This commitment is reflected in the group's relations with employees, clients, the community and initiatives such as:

- The Eco-Committee, which serves to promote environmental sustainability in the workplace.
- 15% discount on insurance products for hybrid vehicles and LEED-certified (Leadership in Energy and Environmental Design) buildings.
- Electronic delivery of documents to clients.
- Construction of green buildings in accordance with LEED certification standards, such as the Delta III Building in Sainte-Foy, the Group's future head office in Quebec City as well as the site of the Penncorp and York Fire & Casualty offices in Mississauga, Ontario.

**About La Capitale Financial Group**

With a strong presence across Quebec, and, since 2006, increasingly present throughout Canada, La Capitale Financial Group has \$3 billion in assets, employs over 2,400 people and provides financial products and services to the general public as well as to 600,000 members working for over 900 institutions in the Quebec public and parapublic sectors.

**About The Carpooling Network**

The Carpooling Network (*and Le Réseau de Covoiturage*) is operated by CovoiturageMontreal Inc. The mission of The Carpooling Network, a socially conscious, young, dynamic private company, is to provide its affiliated partners with the tools and support required to efficiently manage a carpooling program.

*The Carpooling Network* was able to develop industry-unique technologies that enable organizations of all sizes to simply and effectively manage a sustainable mobility program, in both Canada and, more recently, the United States.

For more information on the service offered by The Carpooling Network: [www.carpoolingnetwork.com](http://www.carpoolingnetwork.com)