



## Contribute today, think about it later: take advantage of a 3% annual rate on a 3-month GIC

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MONTREAL, Jan. 10, 2014 /CNW Telbec/ - Laurentian Bank is kicking off the new year with the launch of its *Contribute in a Flash* promotion that enables investors to obtain a 3% annual return on a three-month guaranteed investment certificate (GIC).<sup>1</sup> This represents an excellent alternative for investors who are undecided or short on time, but who wish to benefit from an attractive rate now. More specifically, they can earn interest by contributing to a GIC today, while avoiding the crush during the RRSP period.

"During this time of the year, when people are usually very busy and more often thinking about repaying their holiday spending, it can be quite difficult to make a well-thought-out investment decision," underlines Guylaine Dufresne, *F.Pl.*, Senior manager, Investment and Financial Planning at Laurentian Bank. "A three-month GIC can allow investors to put their assets to work immediately, while giving them the time to thoroughly analyze their financial situation with their financial advisor so as to be able to make informed decisions that are in line with their financial objectives."

In order to take advantage of the offer, all existing or future Laurentian Bank clients will have to invest or transfer a minimum amount of \$500 from another financial institution into an admissible plan by no later than March 3, 2014. Admissible plans include Registered Retirement Savings Plans (RRSPs) and Tax-Free Savings Accounts (TFSAs). Investment renewals and other GICs held at Laurentian Bank are not admissible for this offer.

More information about the promotion can be obtained from a Laurentian Bank branch advisor, or by calling the Bank's Client Service line at 1 800 252-1846.

### About Laurentian Bank

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. Recognized for its excellent service, proximity and simplicity, the Bank serves one and a half million clients throughout the country. Founded in 1846, it employs some 4,000 people whose talent and dedication has made it a major player in numerous market segments. The institution has \$34 billion in balance sheet assets and more than \$37 billion in assets under administration.

Laurentian Bank distinguishes itself through the excellence of its execution and its agility. Catering to the needs of retail clients via its extensive branch network and constantly evolving virtual offerings, the Bank has also earned a solid reputation among SMEs, larger businesses and real estate developers thanks to its growing presence across Canada and its specialized teams in Ontario, Québec, Alberta and British Columbia. For its part, the organization's B2B Bank subsidiary is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker that is also widely known for its expert and effective services nationwide.

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<sup>1</sup> As at December 31st, 2013, the posted annual interest rate for the 3-month GIC is 0.25%. The posted annual interest rate for the 3-month GIC will be increased by 2.75%. To take advantage of this offer, a minimum of \$500 must be invested or transferred from another financial institution in an eligible savings account between January 1st, 2014 and March 3rd, 2014. Eligible savings accounts include a Registered Retirement Savings Plan (RRSP) and a Tax-free Savings Account (TSFA). Investment renewals and other GICs held with the Laurentian Bank and its subsidiaries are not eligible to this offer. When transferring investments from another institution, the annual interest rate shall be the posted rate upon receiving the funds. To be eligible to the added interest, funds must be received between January 1st and March 3rd, 2014. Annual Interest rate. Simple interest is calculated and paid at maturity. This promotion is offered



only through Laurentian Bank branches and Telebanking Centre representatives. This offer is not available through B2B Bank, SME-National account subsidiaries or with other brokers. Some conditions apply. This offer and the GIC rates are subject to change at any time without notice. This offer cannot be combined with any other offer or promotion. For details, please contact an advisor.

SOURCE Laurentian Bank of Canada

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