



Press Release

FOR IMMEDIATE RELEASE

B2B TRUST SIGNS RRSP LOAN PROGRAM DISTRIBUTION AGREEMENTS WITH LA CAPITALE FINANCIAL GROUP

Toronto, January 5, 2012 - B2B Trust, a subsidiary of Laurentian Bank of Canada, and La Capitale Financial Group (La Capitale) have signed an agreement for the distribution of RRSP loans. Under the terms of these agreements, B2B Trust will offer preferred rates on RRSP loans to Canadian investors who purchase eligible La Capitale funds through licensed financial advisors.

"It's with great pleasure that we add La Capitale to our increasing list of Distribution Alliances," says Susi McCord, Senior Vice President, Marketing and Distribution at B2B Trust. "Teaming up with this high-calibre firm extends the reach of our top-quality RRSP loans in Canada, and illustrates our commitment to providing advisors with a wide range of options for their clients."

With a long-standing history of investment lending experience and a loan portfolio in the billions, B2B Trust is well-known among the financial advisor community — particularly for its lending solutions. "Our clients and business partners want maximum choice and flexibility from their lender. The potential of our new partnership with B2B Trust is exciting for advisors and their clients whose investment strategy involves borrowing to invest in La Capitale RRSP products," says Eric Marcoux, Vice President of Administration and Customer Relations, Individual Insurance and Banking at La Capitale.

This newly-signed agreement with La Capitale Financial Group is a significant opportunity for B2B Trust whose clients include firms across the mutual and segregated fund manufacturing sectors, as well as through dealers and managing general agencies.

About La Capitale Financial Group

La Capitale Financial Group has a strong presence in Quebec and throughout Canada. With its 2,900 employees and partners and guided by the values of mutualism on which it was founded, La Capitale works with clients to build, protect and value what they feel counts for their financial security. It offers insurance products and financial services to the general public as well as to Quebec's public service employees. With assets of \$3.8 billion, La Capitale occupies a choice position among leading insurers in Canada.

About B2B Trust

B2B Trust provides advisors with a wide range of financial products and services for distribution to their clients across Canada. B2B Trust is a leading third-party supplier of investment and RRSP loans, a premier supplier of wholesale deposit products, and a long-time provider of self-directed accounts, banking services and broker mortgages. B2B Trust's suite of products and services are available nationally with the head office located in Toronto and regional sales representation across Canada. The company is a federally chartered trust company and wholly-owned subsidiary of Laurentian Bank of Canada. The website address is b2btrust.com.



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