



PRESS RELEASE
For immediate release

B2B Trust signs investment and RRSP loan program distribution agreements with Empire Life Investments

May 23, 2012 — B2B Trust, a subsidiary of Laurentian Bank of Canada, and Empire Life Investments Inc. (Empire Life Investments) have signed agreements for the distribution of investment and RRSP loans. Under the terms of these agreements, B2B Trust will offer preferred rates on investment and RRSP loans to Canadian investors who purchase eligible Empire Life Investments mutual funds through licensed financial advisors.

“We’re very excited about expanding our partnership with Empire Life Investments,” says Susi McCord, Senior Vice President, Marketing and Distribution at B2B Trust. “Their conservative, value-oriented and disciplined approach to investing resonates deeply with us at B2B, and provides investors with a range of investment choices in Empire Life funds.”

“We are pleased to make it easier for advisors and their clients to access Empire Life segregated funds, and now our new mutual funds and Emblem Portfolios through B2B Trust loans,” says Julie Yoshikuni, Vice-President, Investment Products and Marketing at Empire Life Investments. “B2B Trust’s long-standing history and prudent approach to lending makes them a natural fit for helping Canadians build wealth over the long term.”

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.

About Empire Life Investments

Empire Life Investments Inc. (Empire Life Investments), a subsidiary of The Empire Life Insurance Company (Empire Life), is an investment management company exclusively focused on managing investment solutions for Canadians. Empire Life’s vision is to be the leading, independently owned, Canadian financial services company committed to simplicity, being easy to do business with and having a personal touch. Additional information may be found at empirelifeinvestments.ca.

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