



Press Release

FOR IMMEDIATE RELEASE

B2B BANK SIGNS INVESTMENTS AND RRSP LOAN PROGRAM DISTRIBUTION AGREEMENTS WITH ASSUMPTION LIFE

December 17, 2012 — B2B Bank and Assumption Mutual Life Insurance Company (Assumption Life) have signed agreements for the distribution of investment and RRSP loans. Under the terms of these agreements, B2B Bank will offer preferred rates on investment and RRSP loans to Canadian investors who purchase eligible Assumption Life segregated funds through licensed financial advisors and insurance agents.

“I am thrilled to be teaming-up with Assumption Life,” says Anne Wright, Vice President, Business Development at B2B Bank. “It’s been a defining year in our company’s history, and adding Assumption Life to our list of Distribution Alliances is just one of the ways we’re building and strengthening our product and service offering to advisors, agents and their clients.”

“Being able to provide financial stability to our clientele is, and always has been, the driving factor for our company. It was important to partner with a lender that understands and delivers smart banking solutions,” says Paul LeBlanc, VP Administration - Individual Insurance and Financial Services at Assumption Life. “B2B Bank has been in the investment lending business a long time; their suite of flexible products and prudent approach to lending was the perfect pairing.”

For B2B Bank and Assumption Life, these programs represent an additional tool for advisors and agents to use when helping clients reach their financial goals.

About B2B Bank

B2B Bank is a Canadian leader in providing banking products to more than 27,000 financial advisors and brokers. Through the advisor and broker channels, it offers a broad range of products and services to consumers including, investment and RRSP loans, mortgages, GICs, banking services and investment accounts. B2B Bank has been proudly dedicated to, and 100% focused on, serving the needs of advisors and mortgage brokers for more than a decade. A wholly-owned subsidiary of Laurentian Bank of Canada, it is a member of the Canada Deposit Insurance Corporation (CDIC). As a Schedule I Canadian bank, B2B Bank offers innovative products and solutions that help advisors and brokers build a different and more rewarding banking experience for their clients, one that enables and fosters independent financial advice. More information about B2B Bank is available at b2bbank.com.

About Assumption Life

Founded in 1903, Assumption Life offers products that include life and group insurance, financial services and mortgage loans. It is currently active in all 10 Canadian provinces, the Northwest Territories, Yukon and Nunavut. The company’s main office is in Moncton, New Brunswick.

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