



**B2B BANK SIGNS INVESTMENT AND RRSP LOAN PROGRAM
DISTRIBUTION AGREEMENTS WITH PRO-FINANCIAL ASSET
MANAGEMENT INC.**

Toronto, October 5, 2012 — B2B Bank and Pro-Financial Asset Management Inc. 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 Pro-Financial funds through licensed financial advisors.

“We pride ourselves on providing value-add programs to our clients, Canadian fund companies such as Pro-Financial,” says Susi McCord, Senior Vice President Marketing and Distribution at B2B Bank. “Our comprehensive and flexible loan programs are tailored to advisors with clients looking to increase their market exposure by borrowing to invest.”

“Our goal has always been, and remains, to be the best – not the biggest – investment solutions provider in the Canadian marketplace. Over the past 5 years we have seen tremendous growth and demand for enhanced index products, as advisors are increasingly seeing the benefits of combining active and passive management,” says Pro-Financial CEO Stuart McKinnon. “We’re pleased to have established an alliance with B2B Bank in order to meet our ever growing demand of providing quality investment solutions to our clients.”

The Investment and RRSP Loan Programs are now available for Pro-Financial.

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 Pro-Financial Asset Management Inc.

Pro-Financial Asset Management Inc. was founded in 2002 in response to the rapidly changing needs of Canadian investors and the industry professionals who service them. The firm has become a leader in delivering the award winning Fundamental Indexation methodology to Canadian Investors through its Pro-Index Funds family. This line-up of award winning index funds ensures that the benefits of fundamental indexing are available to investors through the entire Canadian distribution channel. Pro-Financial Asset Management is fully committed to becoming Canada's leading passive investment solutions partner. More information is available at www.pro-financial.ca



Press Release

FOR IMMEDIATE RELEASE

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