



PRESS RELEASE  
For immediate release

## **B2B Trust and Canada Life sign RRSP loan program distribution agreements**

**November 15, 2011** — B2B Trust and Canada Life have signed an agreement for the distribution of RRSP loans. The newly signed agreement will provide preferred rates on RRSP loans to Canadian investors who purchase eligible Canada Life segregated fund policies offered through licensed advisors and insurance agents.

“At B2B Trust, we believe RRSP lending is the cornerstone of any advisors’ growing business,” says Susi McCord, Senior Vice President, Marketing and Distribution at B2B Trust. “Adding Canada Life to our list of distribution alliances for RRSP loans provides even broader investment options to managing general agencies and insurance agents across the country.”

“Everyone has a unique financial plan with individual goals and needs,” says Michael Campbell, Vice-President, Market Development at Canada Life. “The RRSP loan program provided by B2B Trust complements our wide variety of products and will help fulfill the diverse investment needs of our clients.”

B2B Trust, a wholly-owned subsidiary of Laurentian Bank of Canada, is a leading third-party supplier of investment and RRSP loan programs to advisors and agents across the mutual fund and insurance sectors, as well as through dealers and managing general agencies (MGAs). Segregated fund policies are offered exclusively through distribution alliances with leading insurance companies, such as Canada Life.

### **About Canada Life**

In Canada, Canada Life offers a broad range of insurance and wealth management products and services for individuals, families and business owners from coast to coast. These products include investments, savings and retirement income, annuities, life, disability and critical illness insurance. Canada Life’s products are distributed through independent advisors associated with managing general agencies, as well as national accounts.

### **For more information, please contact:**

Lisa An

Veritas Communications

416.955.4587

[an@veritascanada.com](mailto:an@veritascanada.com)

Manon Stébenne  
Senior manager, Media and Public Relations  
Laurentian Bank  
514.284.4500 ext 8232  
**manon.stebenne@banquelaurentienne.ca**

Marlene Klassen, APR  
Assistant Vice-President, Communication Services  
Canada Life  
204.946.7705

In Quebec, advisor refers to a financial security advisor for individual insurance and segregated fund policies; and to an advisor in group insurance/annuity plans for group products.

©B2B TRUST is a registered trademark of B2B Trust.