



Press Release

FOR IMMEDIATE RELEASE

B2B TRUST BECOMES B2B BANK AND LAUNCHES ITS NEW ADVERTISING CAMPAIGN

Toronto, July 9, 2012 – A wholly-owned subsidiary of Laurentian Bank, B2B Trust is now a schedule 1 federally chartered bank - B2B Bank. To celebrate the announcement of this change, B2B Bank is launching an exciting nationwide fresh advertising campaign.

Banking that works for advisors

Under the slogan, *Banking that works for advisors*, B2B Bank is committed to demonstrating the importance of fulfilling its mission of serving and meeting the needs of financial advisors across Canada. The central elements of the advertising campaign are the visual focal points as used in photography. These elements serve as the framework for the image to illustrate B2B Bank's vision of being 100% focused on advisors. The tone of the pieces demonstrates how B2B Bank does things differently, while clearly supporting the character and personality of the brand.

The new campaign was designed by the doug & serge agency in Toronto. It will kick off today and run for the next three months with the appearance of print ads in specialized publications targeted at advisors and the insurance and mortgage sector, as well as in select business publications. In addition, a series of TV ads featuring the same visual elements will be aired on the Business News Network (BNN). Finally, visual displays will be mounted in strategic locations frequented by advisors and brokers, such as on elevator screens and doors in office towers located in various Canadian urban centres, in bus shelters, as well as in Toronto's underground "PATH" network.

"This extensive and robust campaign clearly supports our vision and distinctive personality, with an objective of promoting awareness of exactly who we are among financial advisors," underlines Christine Zalzal, Vice President, Marketing at B2B Bank. "It also serves to support our marked evolution over the years, placing the emphasis on our greatest strength — the unparalleled service provided to advisors."

"Being part of the evolution of B2B Trust into B2B Bank has been a very exciting journey that started over a year ago," mentioned Serge Rancourt, Chief Operating Officer at doug & serge. "Teaming up with their marketing team, we developed a new visual look and feel for the brand that reflects B2B Bank's relentless focus on helping the financial advisor succeed. We were asked to create a visual mnemonic that would be distinguishable, easily integrated in all elements of communication and reinforce the fact that more than ever B2B Bank delivers banking that works for advisors."

Credits:

Client: B2B Bank

Christine Zalzal, Vice President, Marketing

Sherri Bebee, Senior Manager, Corporate Marketing & Communications

Rhonda Hogan, Senior Manager, Market Planning & Campaign Management



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Agency : doug & serge

Serge Rancourt, Chief Operating Officer
Doug Robinson, Chief Creative Officer
Kim Hunter, Account Director

Media: Denneboom Media

Lauralea Mast, Vice President, Senior Media Advisor

About B2B Bank

B2B Bank provides some 23 000 financial advisors with best-in-class banking products and services for distribution to their clients across Canada. The company is a leading third-party supplier of investment and RRSP loans, a premier supplier of deposit products, and a long-time provider of self-directed accounts, banking services and mortgage loans. With its head office located in Toronto, B2B Bank has regional representatives offering its products and services across Canada. It is a federally chartered bank and wholly-owned subsidiary of Laurentian Bank of Canada. The website address is b2bbank.com.

About doug & serge

doug & serge is a mid-sized, independent, Canadian-owned, brand-building communications company that believes 'Great creative builds brands faster'TM.

doug & serge inc.'s client roster includes: Astral Radio, B2B Bank, Beanfield Metroconnect, Branksome Hall, Canada Deposit Insurance Corp., Canada Goose, Clover Leaf Seafoods L.P., Extreme Brandz, GoodLife Fitness, Johnson Inc., la prep, Magazines Canada, Mizuno Canada, NewsTalk 1010, NEI Investments L.P., Ontario Honda Dealers Association, Ontario Government, Ontario Nurses' Association, Responsible Gambling Council, Stone Tile International, The Worldwide Short Film Festival, Trans Canada Trail, Virgin Radio, West Coast Fishing Club, Whole Foods Market, Wrigley Canada, and York University. For more information, visit: www.dougserge.com.

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