



FOR IMMEDIATE RELEASE

B2B TRUST ANNOUNCES INVESTMENT LOAN RATE SALE CAMPAIGN

Rates for all B2B Trust 100% Investment Loans reduced to 3.25% for a limited time.

Toronto, September 24, 2009 – B2B Trust, a leading third-party supplier of investment and RRSP loan products, announced today that, for a limited time, it will offer a rate sale of 3.25 per cent¹ on its variable rate 100% Investment Loans.

“This sale will see lower rates through to November - helping advisors build their business by offering affordable borrowing to their clients,” said François Desjardins, President and CEO of B2B Trust. “The fall traditionally kicks off ‘investing season’ and B2B Trust is committed to helping advisors provide opportunities to Canadian investors.”

The rate sale takes effect October 1st and applies to all payment and margin loan types: interest only, principal plus interest, margin call and no margin call loans with a minimum loan amount of \$10,000. All loan programs are included in the rate sale: B2B Trust Standard Loan Program (for all eligible mutual funds); B2B Trust Select Loan Program (for mutual fund investments in multiple B2B Trust alliance funds); and the B2B Trust Distribution Alliance Loan Program (for mutual fund and segregated fund investments within the same family of funds offered by a Distribution Alliance).

B2B Trust is one of the few providers in the marketplace that offers 100% investment loans and a sale of this kind is quite extraordinary. With this campaign, B2B Trust’s 100% investment loans will be extremely well priced.

For faster adjudication, advisors are encouraged to submit applications through EASE, B2B Trust’s online application process. More than an application submission tool, EASE also provides tracking and reporting capabilities to advisors, and has recently been enhanced to provide greater functionality.

For full details about the campaign, which runs from October 1st to November 13th, refer to the Loan Rate Sale microsite: b2btrust.com/ratesale.

¹ Rate is variable, and is based on B2B Trust’s Prime Rate +1.00%. As of September 22, 2009, B2B Trust’s Prime Rate is 2.25% which may fluctuate from time to time and is subject to change without notice. APR same as rate shown.

About B2B Trust

B2B Trust provides advisors, planners and brokers with superior 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. The head office is located in Toronto with regional sales representation across Canada.

B2B Trust is a federally-chartered trust company and wholly-owned subsidiary of Laurentian Bank of Canada. The website address is b2btrust.com.

-30-

For more information please contact:

Lisa An
Veritas Communications
416.955.4587
an@veritascanada.com

Gladys Caron
Laurentian Bank
Vice-President, Public Affairs, Communications and
Investor Relations
514 284-4500 ext. 7511
gladys.caron@banquelaurentienne.ca