



PRESS RELEASE
For immediate release

**B2B TRUST SIGNS
DISTRIBUTION AGREEMENTS WITH SSQ INVESTMENT AND RETIREMENT FOR
INVESTMENT AND RRSP LOANS**

Toronto, November 2, 2009 - B2B Trust, a subsidiary of Laurentian Bank, and SSQ Investment and Retirement, a subsidiary of SSQ, Life Insurance Company Inc., have signed agreements for the distribution of investment and RRSP loans. Under the terms of these agreements, B2B Trust will provide its Investment Loan and RRSP Loan Programs through licensed financial advisors. These agreements with SSQ Investment and Retirement, brings the total count of Distribution Alliance programs to 62 for B2B Trust.

"We are pleased to add SSQ Investment and Retirement to our growing list of Distribution Alliances for our segregated fund investment and RRSP loan programs" said Al Spadaro, Vice President, Business Development at B2B Trust. "We look forward to providing SSQ's clients and business partners with a new level of choice, flexibility and service when it comes to lending products."

For B2B Trust and SSQ Investment and Retirement, these loan programs represent an additional tool to support professional advisors in helping them deliver on their financial planning recommendations for clients with a higher risk tolerance, a good credit rating and a desire to increase their participation in segregated fund and RRSP investments.

"Teaming up with B2B Trust will enable our firm to broaden our offer of investment products to Canadian investors. B2B Trust's investment and RRSP loan products, coupled with our expertise in wealth management services, will translate into greater opportunities for our clients" said Manon Roy, Regional Director, Business Development at SSQ Investment and Retirement.

About SSQ, Life Insurance Company Inc.

SSQ, Life Insurance Company Inc. is the principal company of SSQ Financial Group. It is recognized as a leader in the group insurance industry and as an expert in the investment and retirement sector. SSQ Financial Group is a leading mutual diversified Canadian financial institution with over one million clients and over 1,500 employees. SSQ Financial Group meets the needs of its clientele by offering products and services in five sectors of activity: group insurance, individual insurance, investment and retirement, property and casualty insurance, realty management, and promotion and development. The website address is www.ssq.ca.

About B2B Trust

B2B Trust provides advisors with superior financial products and services for distribution to their clients across Canada. B2B Trust is the 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 with the head office located in Toronto and regional sales representation across Canada. The company is a federally chartered trust company and wholly-owned subsidiary of Laurentian Bank of Canada. The website address is b2btrust.com.

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