

## **As a new school year gets under way, Laurentian Bank launches its "Back to School" promotion**

MONTREAL, Sept. 4, 2014 /CNW Telbec/ - Back to school time is synonymous with getting back to good lifestyle habits. To encourage people to resume a disciplined approach to their personal finances, and also because it believes a sound savings plan is one that continues all year long, Laurentian Bank is launching its "Back to School" promotion. For one week only, its guaranteed investment certificates (GICs) will be available at enhanced rates of up to 3.00%.<sup>1</sup>

Here are the details of the promotion:

- Available from September 3 to 11 only;
- Promotional fixed rates on GICs:
  - 2-year GIC: 2.11%
  - 5-year GIC: 2.71%
  - 78-month GIC: 3.00%
- Offer valid on new investments only;
- Eligible for all plans (RRSP, RRIF, LIF, non-registered TFSA).

This is a great opportunity for savers to make their money work for them, without exposure to market risks. Whether it's for a short- or medium-term goal such as travel, a renovation project or buying a good, or whether it's for diversifying a retirement portfolio, the "Back to School" promotion is the ideal solution. For more information about this offer, drop by a Laurentian Bank branch or call one of our advisors at 1 800-252-1846.

### **About Laurentian Bank**

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. Recognized for its excellent service, proximity and simplicity, the Bank serves one and a half million clients throughout the country. Founded in 1846, the Bank is among the 2014 edition of the Montréal's Top Employers competition, which showcases the city's top 25 companies offering enviable places to work. It currently employs some 3,700 people whose talent and dedication has made it a major player in numerous market segments.

Laurentian Bank distinguishes itself through the excellence of its execution and its agility. Catering to the needs of retail clients via its extensive branch network and constantly evolving virtual offerings, the Bank has also earned a solid reputation among SMEs, larger businesses and real estate developers thanks to its growing presence across Canada and its specialized teams in Ontario, Québec, Alberta and British Columbia. For their part, B2B Bank is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker widely known for its expert and effective services nationwide. The institution has more than \$34 billion in balance sheet assets and more than \$41 billion in assets under administration.

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<sup>1</sup> As at September 3, 2014, the posted annual interest rates for the 2 year, 5 year and 78 month GICs are 1.10%, 1.75% and 1.75% respectively. The posted annual interest rates for the 2 year, 5 year and 78 month GICs will be increased by 1.01%, 0.96% and 1.25% respectively. To take advantage of this offer, a minimum of \$500 must be invested or transferred from another financial institution in an eligible product between September 3 and September 11, 2014. Investment renewals, cash held in Tactical accounts, funds from bank accounts or any other product held at the Laurentian Bank and its subsidiaries are not eligible to this promotion. Funds that are not received between September 3 and September 25, 2014 will be subject to the posted regular annual interest rate at the date the funds are received. This is an annual interest rate. Interests are simple or compounded, at the client's discretion. Simple interest is calculated and paid annually. Compound interest is calculated and capitalized annually, and paid at maturity. This promotion is offered only through Laurentian Bank branches and Telebanking Centre representatives. This offer is not available through B2B Bank, our Business Services subsidiaries or with other brokers. Some conditions apply. This offer and the GIC rates are subject to change at any time without notice. This offer cannot be combined with any other offer or promotion. For details, please

contact an advisor at one of our branch or at our Telebanking Centre at 1 800 252-1846. The 78 month GIC is not insured by the Canada Deposit Insurance Corporation.

SOURCE Laurentian Bank of Canada

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