

Survivor's 2013 Public Website *scorCard* (Banking edition)

Toronto, ON – June 6, 2013 – For retail banking customers, **TD Canada Trust** has the most informative and useful public website among the leading online banking institutions in Canada. The bank once again ranked #1 in Survivor's 2013 *Public Website scorCard™*, an annual comprehensive assessment of online features and functionality within the pre-login websites of Canadian banks and credit unions.

The *Public Website scorCard*, now in its 6th year, is a simulated-usage study that objectively measures over 900 binary measurement criteria within multiple service categories, each weighted according to industry-defined importance. The design, execution and analysis of the study were powered by CorbinPartners Inc., a leading provider of business intelligence in Canada.

TD Canada Trust secured the #1 spot, with industry-leading marks in most measurement categories including 'Applying for a Bank Account', Presentation and Functionality' and 'Online Resources'. BMO Bank of Montreal jumped two spots from its previous year's ranking to achieve a second place finish, highlighted by a top category score for 'Representative Interaction'. They were followed by RBC Royal Bank and CIBC, who both have consistently received top-five rankings in past editions of the study. Vancity rounded out the study's overall top-five, leading all credit unions assessed.

"A public website is a financial institutions' gateway to product and service info 24/7. It can open or close the door to potential business before there is any direct one-on-one contact with the customer. The more effectively a financial institution allows one to explore and enrol in its products and services, the more likely they are to attract and keep customers," said Glenn LaCoste, president of Survivor Inc. "TD Canada Trust retained the top spot because they have a wide range of online tools that are straightforward and easy to navigate, with seamless links to representatives when needed, and an easy-to-use application to apply."

2013 Public Website <i>scorCard</i>		
1	TD Canada Trust	80.2%
2	BMO Bank of Montreal	79.7%
3	RBC Royal Bank	78.2%
4	CIBC	70.4%
5	Vancity	68.3%
6	Conexus	68.1%
7	Desjardins Bank	66.4%
8	National Bank of Canada	64.6%
9	Scotiabank	55.4%
10	Coast Capital Savings	55.1%

2013 Public Banking Website *scorCard* - Maximum score = 100

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This year's *Public Website scorCard* expanded its assessment of social media networks that complement public website services, and found notable disparity in terms of bank responsiveness. "Social media, including Facebook and Twitter, is now positioned as a key distribution channel to accomplish multiple communication objectives, and not those solely tied to product promotion", said LaCoste. "Banking institutions need to focus on timeliness, professionalism and accuracy with social media, in the same way as they strive to do through their own public website with email responsiveness."

The *Public Website scorCard* was conducted with 27 banking institutions between April and May 2013, and assessed all publically-available features and functionality during that time period. Survivor recently conducted two complementary post-login studies, the *Online Banking scorCard* and the *Mobile Banking scorCard*. Topline results for all these studies can be found at www.survivor.com.

About Surviscor Inc.

Surviscor Inc. is a Canadian leader in the analysis and ranking of Canadian online services offered to retail consumers. Surviscor produces seasonal feature and functionality audits, including its prominent *Online Brokerage scorCard*. All studies and analyses serve as industry benchmarks for consumers and industry participants by identifying online offerings considered to be leading-edge as compared to the industry standard.

About CorbinPartners Inc.

CorbinPartners Inc. is an established provider of corporate business intelligence and forensic market research, and a Gold Seal member of the Marketing Research and Intelligence Association (MRIA). It has Canada's leading specialty practice in research support for intellectual property matters, including risk analysis, claim support, regulatory assessment, mediation and litigation.

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Contact information

Glenn LaCoste, President, Surviscor Inc., 416-993-1246 cell, 1-866-299-7267, glacoste@surviscor.com, www.surviscor.com; or Jon Purther, VP and COO, CorbinPartners Inc., 416-413-7600, jpurther@corbinpartners.com, www.corbinpartners.com