

INTRODUCING CANACCORD GENUITY WEALTH MANAGEMENT

Canaccord's global wealth management division has been rebranded Canaccord Genuity Wealth Management

TORONTO, May 1, 2013 – Canaccord Financial Inc. ('Canaccord', 'the Company') is pleased to announce that its global wealth management division has been rebranded Canaccord Genuity Wealth Management (from Canaccord Wealth Management). As a result of this initiative, the Company's wealth management operations in Canada, the UK, the Channel Islands, the Isle of Man, Switzerland and Australia now share the same brand.

In the last two years Canaccord has expanded its wealth management platform into new markets through the acquisition of:

- Collins Stewart Wealth Management,
- the wealth management business of Eden Financial, and,
- a 50% interest in BGF Equities.

This branding initiative culminates the global integration of all wealth management businesses on Canaccord's platform. The name Canaccord Genuity Wealth Management also better aligns the division with the brand of Canaccord Genuity, the Company's investment banking and capital markets division.

In Canada, Canaccord Genuity Wealth Management has 16 locations across the country, providing wealth management and brokerage services to individual investors through 178 teams of investment advisors. Our advisors are entrusted to oversee \$11.4 billion of client assets, and manage \$791 million held in discretionary client accounts. Today, Canaccord Genuity Wealth Management manages and administers approximately \$27 billion of client assets globally.

"Today marks a significant milestone for the firm, as we go to market under a unified global wealth management brand," noted Paul Reynolds, President and CEO of Canaccord Financial Inc. "In the last several years our wealth management platform has expanded beyond our traditional market in Canada, to the UK, mainland Europe and Australia. The global reach of our business provides clients with seamless access to international products and services that we believe can provide investors with enhanced opportunities to generate greater returns. We put our clients at the centre of all our services, and we recognize their needs will become increasingly global in nature."

John Rothwell, President of Canaccord Genuity Wealth Management (Canada), added: "Our brand has changed to reflect the growing capabilities of our business, with our focus remaining squarely on our clients and helping them reach their financial objectives."

ABOUT CANACCORD GENUITY WEALTH MANAGEMENT:

Canaccord Genuity Wealth Management meets investors' individual needs by searching the globe for investment opportunities. Drawing from our global network, we look at both the bigger picture and the finer details. This enables us to deliver long-term investment strategies, as well as informed, near-term solutions that make a difference locally to wealth management clients in Canada, Australia, the UK, and Europe.

In Canada, Canaccord Genuity Wealth Management is a leading, independent wealth management firm. Our advisors are entrusted with over \$10 billion of assets under administration by clients across the country. With access to financial, estate and insurance planning specialists, Canaccord Advisors are committed to providing investors with a broad array of wealth management solutions to simplify their busy lives and achieve their financial goals.

Canaccord Genuity Wealth Management is a division of Canaccord Genuity Corp., Member, Canadian Investor Protection Fund and the Investment Industry Regulatory Organization of Canada.

ABOUT CANACCORD FINANCIAL INC.:

Through its principal subsidiaries, Canaccord Financial Inc. is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and global capital markets. Since its establishment in 1950, Canaccord has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. Canaccord has offices in 13 countries worldwide, including Wealth Management offices located in Canada, Australia, the UK and Europe. Canaccord Genuity, the international capital markets division, operates in Canada, the US, the UK, France, Germany, Ireland, Italy, Hong Kong, mainland China, Myanmar, Singapore, Australia and Barbados.

Canaccord Financial Inc. is publicly traded under the symbol CF on the TSX and the symbol CF. on the London Stock Exchange.

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