



**CANACCORD FINANCIAL INC.
Change of Nominated Adviser and Broker**

TORONTO, November 1, 2010 - Canaccord Financial Inc. is pleased to announce the appointment of Charles Stanley Securities as its Nominated Adviser and Joint Broker, and the appointment of Keefe, Bruyette & Woods Limited as Joint Broker. Both appointments are effective immediately.

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 39 offices worldwide, including 31 Wealth Management offices located across Canada. Canaccord Genuity, the international capital markets division, operates in the U.S., U.K., Canada and Barbados.

Canaccord Financial Inc. is publicly traded under the symbol CF on the TSX and the symbol CF. on AIM, a market operated by the London Stock Exchange.

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Charles Stanley Securities

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Joint Broker:

Oliver Hearsey or Nick Triggs

Keefe, Bruyette & Woods Limited

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