



**CANACCORD ANNOUNCES CORPORATE REBRANDING
“Canaccord Financial Inc.” effective December 1, 2009**

VANCOUVER, September 29, 2009 – Today, Canaccord Capital Inc. (CCI : TSX and AIM) announces that its Board of Directors has approved the change of its name to “Canaccord Financial Inc.” effective December 1, 2009.

“Becoming Canaccord Financial is an important step forward in the continual evolution of our firm. This new name is a clear reflection of the broad scope and diversity of our operations, and positions our brand to accommodate our future growth,” said Paul Reynolds, President and CEO of Canaccord Capital Inc. “With our strong, liquid balance sheet and commitment to client service, Canaccord Financial is focused on providing solutions to investors that leverage our global perspective and local expertise.”

To reflect this change, Canaccord’s ticker symbols will change in early December from CCI to CF on the TSX and from CCI to CF. on AIM, a market operated by the London Stock Exchange.

Furthermore, as part of this initiative, certain other corporations of the Canaccord group will change their registered and business names on December 1, 2009. Canaccord Capital Corporation, the wholly owned subsidiary of Canaccord Capital Inc. which is the principal operating company in Canada, will change its name to “Canaccord Financial Ltd.”. Canaccord Financial Services Ltd., the wholly owned subsidiary of Canaccord Capital Inc. focused on insurance services, will change its name to “Canaccord Insurance Services Ltd.”

In connection with the name changes, Canaccord has created a dedicated forum for investor relations and corporate news, www.canaccordfinancial.com. The information required by AIM rule 26 and other regulatory disclosures are available on this website as of September 29, 2009.

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ABOUT CANACCORD CAPITAL INC.:

Through its principal subsidiaries, Canaccord Capital Inc. (TSX & AIM: CCI) is a leading independent, full-service investment dealer in Canada with capital markets operations in the United Kingdom and the United States. Canaccord is publicly traded on both the Toronto Stock Exchange and AIM, a market operated by the London Stock Exchange. Canaccord has operations in two of the principal segments of the securities industry: capital markets and private client services. Together, these operations offer a wide range of complementary investment products, brokerage services and investment banking services to Canaccord's private, institutional and corporate clients. Canaccord has 31 offices worldwide, including 24 Private Client Services offices located across Canada. Canaccord Adams, the international capital markets division, has operations in Toronto, London, Boston, Vancouver, New York, Calgary, Montreal, San Francisco, Houston, and Barbados.