



**MEDIA ADVISORY:
ACCESS TO QUARTERLY RESULTS INFORMATION**

VANCOUVER, January 21, 2010 – Canaccord Financial Inc. (TSX: CF, AIM: CF.) is scheduled to release its third quarter fiscal 2010 earnings and supplementary financial information on Thursday, February 4, 2010. Interested investors, the media and other stakeholders may review the quarterly earnings release and supplementary financial information at www.canaccordfinancial.com.

QUARTERLY CONFERENCE CALL AND WEBCAST:

Interested parties are invited to listen to Canaccord's third quarter fiscal 2010 results conference call with analysts and institutional investors, via a live webcast or a toll free number. The conference call is scheduled for Thursday, February 4, 2010 at 8:00 a.m. (Pacific Time), 11:00 a.m. (Eastern Time) and 4:00 p.m. (UK Time). At that time, senior executives will comment on the results for the third quarter of fiscal 2010 and respond to questions from analysts and institutional investors.

The conference call may be accessed live and archived on a listen-only basis via the Internet at: www.canaccordfinancial.com/EN/NewsEvents/Pages/Events.aspx

Analysts and institutional investors can call in via telephone at:

- 647-427-7450 (within Toronto)
- 1-888-231-8191 (toll free outside Toronto)
- 0-800-051-7107 (toll free from the United Kingdom)

Please request to participate in Canaccord Financial's Q3/10 earnings call and enter passcode 52205112.

A replay of the conference call can be accessed after 11:00 a.m. (Pacific Time), 2:00 p.m. (Eastern Time) and 7:00 p.m. (UK Time) on February 4, 2010 until March 20, 2010 at 416-849-0833 or 1-800-642-1687 by entering passcode 52205112.

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 37 offices worldwide, including 29 Wealth Management offices located across Canada. Canaccord Adams, 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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