



CANACCORD FINANCIAL INC. ANNOUNCES SPONSORSHIP OF VANCOUVER'S CELEBRATION OF LIGHT

VANCOUVER, June 29, 2011 – Canaccord Financial Inc. is pleased to announce a major partnership with the Celebration of Light, one of Vancouver's premier summer events.

The annual Celebration of Light has been a spectacular summertime fixture in Vancouver since 1990. The event has evolved into one of the most prestigious fireworks competitions in the world and this year's event will feature world-class presentations by China, Spain and Canada over seven days, starting on July 30th. An estimated 1.4 million people are expected to attend this year's events and enjoy the performances centred around English Bay.

"We're very proud to be associated with the Celebration of Light", stated Paul Reynolds, President and Chief Executive Officer of Canaccord Financial. "As a global financial services firm, headquartered in Vancouver, we view this production as a world-class event for a world-class city."

"We are thrilled to have Canaccord Financial on board for this year's Celebration of Light", said Senator the Honourable Larry Campbell, Celebration of Light Committee member. "Vancouver's corporate community has certainly stepped up this summer to help us showcase this world-class event."

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 46 offices worldwide, including 14 global capital markets offices and 32 Canaccord Wealth Management offices located across Canada. Canaccord Genuity, the international capital markets division, operates in Canada, the U.S., the U.K., China 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.

ABOUT THE CELEBRATION OF LIGHT

The Celebration of Light is the largest annual offshore fireworks competition in the world and will attract up to 300,000 spectators along English Bay each evening. Owned and produced by the volunteer not for profit Vancouver Fireworks Festival Society, 2011 represents the 21st consecutive year of the event, which contributes in excess of \$37 million in incremental tourism and hospitality spending each year. The pyrotechnic competition is produced by Sirius Pyrotechnics, with the Celebration of Light produced by Vancouver-based brand.LIVE.

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Celebration of Light Festival

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