



INTRODUCING CANACCORD WEALTH MANAGEMENT
Canaccord's Private Client Services division rebranded

VANCOUVER, October 2, 2009 – Today, Canaccord Capital Inc. (CCI: TSX and AIM) announces, effective immediately, its Private Client Services division of its subsidiary Canaccord Capital Corporation has been rebranded Canaccord Wealth Management to reflect the scope and focus of the firm's offering for individual investors. As Canada's premier independent, full-service investment dealer, Canaccord is committed to providing clients with tailored financial products and solutions to help meet their investment goals.

"Our new brand, Canaccord Wealth Management, is an important step in the continued evolution of our company," said Paul Reynolds, President and CEO of Canaccord Capital Inc. "This name clearly articulates our comprehensive client service offering: the creation, management, and inter-generational wealth transfer for our clients."

"Our emergence as Canaccord Wealth Management is one of many exciting developments occurring within our team," noted John Rothwell, President of Canaccord Wealth Management. "Canaccord's strong platform equips Advisors to deliver superior value for clients. With this goal in mind, our products, solutions, technology and Advisor training programs have all been greatly enhanced over the last several months."

In connection with this initiative, Canaccord's client website has been re-launched at www.canaccord.com. The new website provides clients and the investing public with an enhanced environment to explore Canaccord Wealth Management.

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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 Canaccord Wealth Management 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.

On December 1, 2009, Canaccord Capital Inc. will be renamed Canaccord Financial Inc., listed as CF on the TSX and CF. on AIM.

*Canaccord Wealth Management is a division of Canaccord Capital Corporation.
Member CIPF and IIROC.*