

CANACCORD FINANCIAL ANNOUNCES THE INTEGRATION OF GENUITY CAPITAL MARKETS

Capital Markets operations now named Canaccord Genuity

TORONTO, May 10, 2010 – Canaccord Financial Inc. (TSX: CF, AIM: CF., “the Company”) is pleased to announce that it has successfully integrated Genuity Capital Markets into its operations. In association with this, the global capital markets division of Canaccord has been rebranded Canaccord Genuity.

"I would like to thank our operations team for making the seamless integration of Genuity Capital Markets possible," said Paul Reynolds, President and CEO of Canaccord Financial Inc. "They have worked tirelessly over the past several weeks to ensure all Canaccord Genuity employees have the information, support and resources needed as we add more capacity to our global capital markets platform."

Furthermore, several corporations of the Canaccord group have changed names:

- Canaccord Financial Ltd., the wholly-owned subsidiary and principal operating company in Canada, became Canaccord Genuity Corp.
- Canaccord Adams Inc., the wholly-owned subsidiary for US capital markets operations, became Canaccord Genuity Inc.
- Canaccord Adams Limited, the wholly-owned subsidiary for UK capital markets operations, became Canaccord Genuity Limited.
- Canaccord Financial (USA) Inc., a wholly-owned subsidiary for US brokerage transactions, became Canaccord Wealth Management (USA) Inc.

Canaccord Genuity Corp. is a member of the Canadian Investor Protection Fund and the Investment Industry Regulatory Organization of Canada.

Canaccord's publicly traded parent company, Canaccord Financial Inc., remains unchanged, as do the stock symbols the company trades under on the TSX (CF) and AIM (CF.). Canaccord's retail business continues to operate under the Canaccord Wealth Management brand, as a division of Canaccord Genuity Corp.

ABOUT CANACCORD GENUITY:

Canaccord Genuity is the global capital markets division of Canaccord Financial Inc. (CF : TSX | CF. : AIM), offering institutional and corporate clients idea-driven investment banking, research, sales and trading services from 11 offices worldwide. Our team of 375 capital markets professionals have industry and transactional expertise in critical sectors of the global economy: Metals and Mining, Energy, Agriculture, Technology, Telecommunications, Financials, Consumer Products, Real Estate, Transportation, Infrastructure, Sustainability, Life Sciences, Support Services and Investment Trusts. We are committed to providing valued services to our clients throughout the entire lifecycle

of their business and operating as a gold standard independent investment bank – expansive in resources and reach, but targeted in industry expertise, market focus and individual client attention.

More information is available at www.canaccordgenuity.com

Canaccord Genuity Inc., Member FINRA/SIPC.

Canaccord Genuity Limited is regulated and authorized by the Financial Services Authority and is a member of the LSE.

Canaccord Genuity Corp. is a Member of CIPF and IIROC.

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 38 offices worldwide, including 30 Wealth Management offices located across Canada. Canaccord Genuity, the international capital markets division, operates in the US, UK, 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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