



CANACCORD WEALTH MANAGEMENT LAUNCHES COMPLETE CANACCORD EXCHANGE TRADED FUND (ETF) PORTFOLIOS

VANCOUVER, January 4, 2010 – Canaccord Wealth Management is pleased to announce the addition of Complete Canaccord ETF Portfolios to its robust wealth management product suite.

“Complete Canaccord is a tailored approach to wealth management,” said Tanya Bird, Senior Vice President of Products and Services. “Our Complete Canaccord ETF Portfolios have been specifically designed to meet a range of client objectives, from capital appreciation to capital preservation, while focusing on risk management and stock selection in a tax efficient product.”

Complete Canaccord ETF Portfolios are overseen and administered by Canaccord’s due diligence partner: Rogerscasey Canada, a respected and experienced team of investment counselling professionals. Their ongoing qualitative and quantitative analysis, together with proprietary analytical tools, also provides third-party oversight to the wide range of Canadian and global professionally managed portfolios offered through the Complete Canaccord Investment Counselling Program.

For more information on Complete Canaccord products and solutions, please visit www.canaccord.com.

ABOUT CANACCORD WEALTH MANAGEMENT:

As Canada’s premier independent investment dealer, Canaccord Wealth Management is a national financial services firm offering wide-ranging investment solutions and unbiased investment advice. Through the Complete Canaccord service offering, clients of Canaccord Wealth Management benefit from a tailored, comprehensive investment strategy that encompasses all of their wealth management and financial planning needs.

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.

ABOUT ROGERSCASEY:

Innovators in investment research since 1968, Rogerscasey is among North America's leading global providers of comprehensive investment solutions for a broad spectrum of corporate and public retirement plans, endowments, foundation, financial intermediaries, healthcare systems and large high net worth individuals. Rogerscasey has over 110 employees, including 22 senior investment consultants and 24 research professionals, operating in six offices across the United States, Canada, and Europe.

FOR FURTHER INFORMATION CONTACT:

North America Media:

Scott Davidson

Managing Director, Global Head of Marketing & Communications

Canaccord Financial

Phone: 416-869-3875, email: scott.davidson@canaccord.com

For investor relations inquiries contact:

Joy Fenney

Vice President, Investor Relations & Communications

Canaccord Financial

Phone: 416-869-3515, email: joy.fenney@canaccord.com