



## PRESS RELEASE

Founded in 1992, PEAK Financial Group, Canada's premier independent full service dealer, has an unrivalled reputation in the financial services industry and provides its expertise to a network of over 1,000 independent financial Advisors and registered professionals, well established in wealth management, mutual funds, securities, insurance and financial planning.

PEAK Financial Group has over \$ 6 billion in assets under administration and an enviable life insurance portfolio. PEAK Financial Group is comprised of 5 member companies: PEAK Investment Services Inc., PEAK Financial Services Inc., PEAK Securities Inc., PEAK Insurance Services Inc. and Promutuel Capital Financial Services Firm Inc.

Thanks to the shared values of integrity, independence, and innovation within PEAK Financial Group, PEAK and its network of independent financial Advisors have earned the trust of over 135,000 investors, from coast to coast.

### Information

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### **PEAK Financial Group's President and CEO has been ranked 15<sup>th</sup> amongst Quebec's top 25 Financial personalities in 2010**

Robert Frances has been voted number 15 in the Top 25 Financial personalities ranking in 2010, conducted by the newspaper *Finance et Investissement* (the Quebec equivalent to *Investment Executive*).

For PEAK Financial Group, 2010 was a year defined by many positive attributes; the arrival of two executive members, a progress within PEAK Insurance Services, a strong emergence out of the financial crisis and a successful integration of Promutuel Capital Advisors from the acquisition that took place in December 2009. According to Robert Frances, the integration of Promutuel Advisors "has resulted in an excellent retention rate, a transparent integration for Advisors and their clients, a stability of offers and services and reputation."

PEAK Financial Group's President and CEO recognizes PEAK Advisors as having an essential role in helping the firm attain the position it now holds. "The stability of our values, our vision and our position has contributed to the loyalty of our Advisors", reflects Robert Frances. Being placed in the Top 25 demonstrates the dominant and unshakable position of independent Advice in this competitive industry. Not only is PEAK the only Independent full-service dealer to make the list; PEAK is also being ranked amongst all the large banks and financial institutions.

With a network of over 1,000 registered professionals and employees in Canada who assist over 135,000 investors, PEAK Financial Group continues to prove that the firm is an influential actor in the financial services industry in Canada.