



Press release
For immediate release

PEAK COMPLETES THE TRANSFER OF AXA FINANCIAL SERVICES ASSETS

Montreal (Quebec), October 24, 2007 — PEAK Investment Services Inc., a member of PEAK Financial Group, announced today the successful completion of its transfer of AXA Financial Services (AFS) assets.

“We selected PEAK for this transaction, for this financial group will secure our advisors’ independence and PEAK shares our vision of distribution” said Robert Landry, Executive Vice-President, AXA Life Insurance and Financial Services.

“This transfer according to Robert Frances, President and Chief Executive Officer, PEAK Financial Group, provides an excellent fit to our existing business and is another important step forward for our company. With this business transaction, we continue to strengthen our position as the industry leader in providing independent personal financial services to over 100,000 Canadians, from coast to coast” added Robert Frances.

“All PEAK staff and management team members are very proud to welcome the new advisors into PEAK’s family” added Robert Frances. “This transaction is in my opinion the best illustration that PEAK is becoming Canada’s leading independent financial services group” concluded Robert Frances.

About PEAK

Established in 1992, PEAK Financial Group is Canada’s premiere independent financial services group and is comprised of four member companies: PEAK Investment Services Inc., PEAK Securities Inc., PEAK Financial Services Inc. and PEAK Insurance Services Inc. PEAK Financial Group represents more than 500 professionals and advisors who assist over 100,000 Canadians with their financial needs, everyday. PEAK has over \$5 billion in assets under administration. PEAK’s head office is located in Montreal, with satellite corporate offices across Canada, from coast to coast.

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