



For immediate release

**PEAK FINANCIAL GROUP'S PRESIDENT AND CEO ROBERT FRANCES
NAMED CHAIRMAN OF THE BOARD OF DIRECTORS OF
THE INVESTMENT FUNDS INSTITUTE OF CANADA (IFIC)**

Montreal (Quebec) — PEAK Financial Group is proud to announce the appointment of its President and CEO, Robert Frances, as Chairman of the Board of Directors of the Investment Funds Institute of Canada (IFIC), after his substantial contribution as first Vice-Chair of the IFIC Board of Directors since 2006.

In his position as Chairman, Robert Frances will preside over all directors' meetings, and also serve as Chairman of the Executive Committee. Joining forces with IFIC's President and CEO, Joanne De Laurentiis, Robert Frances will continue to play a leading role in the direction of the Institute.

With more than 20 years experience in the financial sector, Robert Frances intends to continue contributing to the development and the advancement of Canada's dynamic mutual funds industry. As founder of PEAK Financial Group, celebrating its 15th anniversary in 2007, Robert Frances is known and respected in the financial community as a strong leader, able to bring cohesion within an organization.

"The industry and the regulators have a collective responsibility not just to understand each other, but to come to a consensus about the best way forward," Frances said in his inaugural speech. "We have a joint duty of care to make certain that the financial services system functions efficiently and effectively for the ultimate end user – the investor."

The Investment Funds Institute of Canada (IFIC) is the national association of the Canadian investment fund industry. Membership comprises mutual fund management companies, retail distributors and affiliates from the legal, accounting and other professions. The funds industry in Canada now has \$700 billion in assets and employs more than 90,000 people.

Established in 1992, PEAK Financial Group is Canada's première 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.

- 30 -

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