

ROBERT FRANCES NAMED AMONG QUEBEC'S TOP 25 LEADERS

February 17th, 2004

MONTREAL, QUEBEC - PEAK Financial Group is proud to announce the nomination of its President and CEO, **Robert Frances**, among the *Top 25 du pouvoir québécois*, selected by the magazine *Finance et Investissement*, acknowledging the 25 most powerful figures in the financial industry.

This prestigious listing composed of some of the most important corporate executives in Quebec, ranks Mr. Frances 24th, recognizing him for his success as the head of the PEAK Financial Group. At the age of 38, he stands out as one of the youngest persons among this group of reputable men and women.

Robert Frances benefits from a solid reputation in the financial world. In addition, for the sixth consecutive year, PEAK is one of only few companies that has been placed on the prestigious *PROFIT 100* list. This accomplishment is certainly a feather in PEAK's cap. "We have been very careful in managing our growth and during this time, have had to make some difficult decisions. Such efforts have been amply rewarded", said Frances.

Mr. Frances indicates: "I would like to take this opportunity to thank all the financial planners and the employees for their support and trust over the years. Managing a growing firm is an enormous challenge and without the assistance and the constructive ideas of our planners, we would not have been able to attain this level of achievement"

PEAK's success is due to a number of factors, including its initiative, independence and integrity. However, first and foremost, it has remained true to its mission, which is to be the dealer of choice in Canada for independent financial planners, insurance professionals and investment advisors.

Established in 1992, the PEAK Financial Group comprises PEAK Investment Services Inc., PEAK Securities Inc., PEAK Insurance Services Inc., and PEAK Financial Services Inc. It is one of the fastest growing, privately-owned providers of personal financial services in Canada. Registered in most provinces, PEAK represents more than 350 advisors and representatives who serve over 50,000 Canadians. With assets under administration of over \$2 billion, PEAK continues to be the dealer of choice for independent financial planners and investment and insurance advisors.

For more information, please contact:

Robert Frances, President and CEO
PEAK Financial Group
1-877-844-4481 ext. 223
rfrances@peakgroup.com