

PEAK Celebrates Its 10th Year Anniversary

November 7th, 2002

Montreal, Quebec - PEAK Financial Group is currently celebrating its 10th year in business and marks a successful decade of contributing to the financial well-being of Canadians by way of an ever-growing network of independent financial advisors, securities brokers and insurance professionals across the country.

PEAK commenced operations in 1992 by offering financial planning services to over 300 families within the Montreal region. The company used integrated financial planning as the basis for its approach to meeting the long-term financial needs of its clients. Today, PEAK's client is its advisor, and PEAK is a full-service dealer that continues to serve the independent financial planner and insurance professional by offering a complete range of third-party products, as well as excellent support and services through its affiliated companies *PEAK Investment Services Inc.* – the dealer that offers over 3,000 funds, *PEAK Insurance Services Inc.* – a Master General Agent (MGA) to all leading insurance and segregated fund suppliers in Canada, and *PEAK Securities Inc.* – a member of the Investment Dealers Association (IDA) that offers a host of products including: stocks, bonds, exchange traded funds.

"I never dreamed the company would become what it is today when I started in the business. The reality is I wanted to be a musician!" states founder and CEO, Robert Frances, "Some of our competitors are claiming that the fully independent dealer is becoming a thing of the past. PEAK is a testament that we are here to stay, we are successful, and that there is a growing demand from independent representatives for a dealer such as PEAK."

Its success can be attributed to many factors. "We set out to create a company that would meet all of our advisor's needs. We identified three core competencies: manage our growth so that we remain a long-term viable player in the industry, provide innovative solutions that create efficiencies for our advisors and back office, and remain unbiased in our product offering." comments Frances. PEAK also actively participates in many leading industry associations, such as IFIC and CAFP where it continues to act as an advocate for the interests of the independent financial advisor.

"I am very happy to have been associated with PEAK for over eight years. Consistently keeping to its core values, its independence from any financial institution, a management team who is open and ready to listen, as well as its utilization of best of breed technology solutions – a small enterprise when it began, PEAK has become one of the most important independent financial services company in the country. It has also grown in to a full-service provider, offering securities, insurance and wealth management." comments Linda Johnston, Fin. Pl., one of the longest serving members at PEAK. "It is all these reasons that motivated me to join PEAK almost a decade ago, and they are the same reasons why I am still very happy to be associated with PEAK today."

The award-winning solutions created for the front and back office, have been largely due to feedback obtained from its representatives. The focus has been on technological innovation, and providing solutions through its proprietary software products, Aquilaä, PEAKonline and Evitaä 2000. "PEAK has always been a leader in technology solutions and tools and will continue to focus its efforts in this area. Due to the efficiencies created, our representatives

can focus on what is important – providing excellent service to their clients, who can also keep current on what is happening with their portfolio. It has been a win-win situation for everyone.” states Frances. PEAK won the HP Technology Award in 2000 and the Canadian Information Productivity Award for Small Business in 2001.

To celebrate this occasion, PEAK will play host to its advisors, suppliers and guests at a black-tie event held at its Annual Conference, on November 14, 2002 in Montebello, Quebec.

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 financial services in Canada. Registered in most provinces, PEAK represents more than 350 advisors and representatives who serve over 45,000 Canadians. With assets under administration of over \$2.1 billion in 2001, PEAK continues to be the dealer of choice for independent financial planners and investment and insurance advisors.

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