



FOR IMMEDIATE RELEASE

Canadian Investment Awards Launches NEW French Canada Initiative with New Sponsor: Locordia Inc.

TORONTO, ON November 23, 2009. The Canadian Investment Awards, Canada's premier awards program recognizing excellence in the financial services industry, has recently added a new strategic sponsor for this year's awards and gala -- Locordia Inc., a company specializing in multi-lingual financial translations. This new partnership marks the beginning of a specialized French Canada Initiative for the Canadian Investment Awards.

"The Canadian Investment Awards has for many years sought the ideal partner to roll out an integrated and relevant strategic initiative to French Canada," said Sabine Steinbrecher, President, Canadian Investment Awards Inc. To that end, we are pleased to welcome Locordia Inc. to join us in launching this initiative and drive awareness and participation within French Canada. Our goal is to ensure that all Canadians have access to the rigid criteria that the Canadian Investment Awards applies to all categories before bestowing the winner logo. With their customized translation solutions and financial industry expertise, Locordia was the perfect choice to get this message across."

Locordia Inc. will support the Canadian Investment Awards with French translation of materials and provide the French language portion of our website. The two partners will also drive an upcoming steering committee, scheduled for formation after the December 2, 2009 awards and gala, to investigate new French award(s) and overall French Canada strategy.

"We are very excited to deliver this critical initiative to French Canada," said Phillippe Mercier, CEO, Locordia Inc. "Joining the Canadian Investment Awards was a strategic decision to increase our presence in the financial services industry. Our goal is to support French Canadian advisors and investors by providing information in their own language, so that they can stay in close touch with the industry and continue to make investment decisions with confidence."

"We are proud and privileged to be partnering with the Canadian Investment Awards," said Patrick Van der Walde, VP Business Development, Locordia Inc. "The new partnership will benefit the Canadian financial industry tremendously by connecting the industry with investors across the country."

The 15th Annual Canadian Investment Awards Gala is being held on Wednesday, December 2nd at the Fairmont Royal York in Toronto. You can purchase tickets or get more information at www.InvestmentAwards.com. **The Gala is almost sold out. Don't miss out - purchase your tickets today.**

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About the Canadian Investment Awards

The Canadian Investment Awards and Gala recognizes leading investment products and firms illustrating an enduring commitment to excellence within the Canadian financial services industry overall. In its 15th year, this is the only time in Canada, that the industry, investors and advisors come together to select top performers. In its fifteenth year, the event attracts over 600 guests annually and represents the year long work of over 30 firms, 40 senior analysts and expert jury members researching and ranking 50 categories and is supported by over 20 principal sponsors.

The unusual nature of this collaborative structure provides an unbiased and objective outcome that is completely unique to these awards and to Canada. No other analysis process, nor any other resource, provides this broad industry representation via "collaborative results" and the top performers have become a valuable annual reference guide for Canadian investors and advisors.

This is the event of the season honouring financial service excellence. For more information about the Canadian Investment Awards, and how to purchase your tickets, please visit www.InvestmentAwards.com.

Media Contacts:

Sabine Steinbrecher
Canadian Investment Awards Inc.
Tel: 416.483.2791
Email: sabine@investmentawards.com

Kate Taylor
Kaleidoscope Marketing and Communications
Tel: 416.271.9078
Email: ktaylor@kaleidoscoperesults.com