



FOR IMMEDIATE RELEASE

Exciting New Additions for the 2009 Canadian Investment Awards

More Awards in Hedge Fund and Fund Manager Categories and New Sponsors

TORONTO, ON November 23, 2009. The Canadian Investment Awards (CIA), Canada's premier awards program recognizing excellence in the financial services industry, today announced changes to the Hedge Fund and Fund Manager of the Year Awards and the addition of two new sponsors for 2009. This year's winners will be announced at the 15th Annual Canadian Investment Awards Gala on December 2, 2009.

Expansion of Fund Manager of the Year Award into Two Awards

For the first time, the Morningstar Fund Manager of the Year Award will be two awards -- Equity Fund Manager of the Year and Fixed Income Fund Manager of the Year.

"This specification of the Fund Manager Award into these two categories is an improvement, as it recognizes excellence in fund management that requires different investment disciplines," said David O'Leary, manager of fund analysis, Morningstar. "This is especially important given the current economy."

Hedge Fund Category Changes

The Hedge Fund category, sponsored by Canadian Hedge Watch, has been revamped for this year to include four awards:

1. **Multi-Strategy Fund and Fund of Hedge Funds Award:** Rewards the multi-strategy fund or fund of hedge funds that has exhibited the best risk-adjusted behavior over its track record, as determined by comparative analysis within its peer group.
2. **Directional Hedge Fund Award:** Rewards the Canadian directional hedge fund that has exhibited superior risk-adjusted behavior over its track record, as determined by comparative analysis within its peer group.
3. **Relative Value Hedge Fund Award:** Rewards the Canadian relative value hedge fund that has exhibited superior risk-adjusted performance, as determined by comparative analysis within its peer group.
4. **Newcomer Hedge Fund Award:** Rewards a fund across all hedge fund categories that has exhibited superior performance for a fund with a minimum 1-year and less than a 3-year track record.

"We are pleased to see the Hedge Fund category has been revamped to more accurately capture the criterion that awards a successful hedge fund," said Tony Sanfelice, CEO of Canadian Hedge Watch. "The Canadian Hedge Watch is proud to be the sponsor of the CIA Hedge Fund awards and recognize industry excellence."

“With longer track records, noteworthy management strategies, and fierce competition, I believe this year’s contest is the most exciting ever!” said Pierre Saint-Laurent, President of AssetCounsel Inc. and Hedge Fund Jury Chair, “I am also happy to that Chris Holt, founder of AllAboutAlpha.com and CAIA executive has joined the Hedge Fund jury. His remarkable knowledge and wisdom are a great addition.”

These awards are not submission-based. A committee of industry analysts is assembled annually to choose the winners based on detailed criteria that have also been revamped for this year. Please visit www.InvestmentAwards.com for specifications.

“Each year, we evaluate our categories and judging criteria to ensure they are inclusive, accurate and relevant,” said Sabine Steinbrecher, President, Canadian Investment Awards Inc. “To that end, in any given year, we will drop, add or adjust a category as illustrated by the changes for 2009. Juries are also reminded that no winner shall be awarded in a category if no option meets our standards.”

New 2009 Sponsors

“We are very excited to welcome Locordia Inc. and Bruze as our newest sponsors,” said Sabine Steinbrecher. “We are always looking for new ways to engage the financial services community. The dedicated teams at Bruze and Locordia will enable us to reach Canadians and the industry in new and exciting ways. Bruze is joining CIA as our mobile partner, with plans to assist CIA with leveraging personal mobile devices. Locordia, our new strategic partner for French Canada, opens up new opportunities and access for all Canadians.”

“We are excited to be a sponsor of the 2009 Canadian Investment Awards,” said Christopher Blyth, VP Sales and Marketing, Bruze. “This is a wonderful opportunity for us to illustrate our mobile technology to a new audience. We are committed to helping our clients get results and position them to be dominant in their market.”

“We are also very honoured and excited to welcome back our many long term sponsors,” said Steinbrecher. “We thank them once again for their support of the Canadian Investment Awards and the industry overall.”

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.

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