



**CANACCORD FINANCIAL INC. RENAMED  
CANACCORD GENUITY GROUP INC.**

**TORONTO, October 1, 2013** – We are pleased to confirm that, effective today, Canaccord Financial Inc. was renamed Canaccord Genuity Group Inc. This change was previously announced in the Company’s first quarter fiscal 2014 earnings announcement made on August 6, 2013.

“Over the past several years, our firm has entered new markets and expanded our platform under the Canaccord Genuity banner. We believe that this name change better aligns our parent company with the capabilities of our global franchise,” stated Paul Reynolds, President and CEO of Canaccord Genuity Group Inc.

The Company’s new name will take effect on the Toronto Stock Exchange and the London Stock Exchange at their respective market openings on October 2, 2013. The Company’s trading symbol remains unchanged on both exchanges.

In connection with this name change, the Company’s forum for investor relations and corporate news will continue to be available at the new web address, [www.canaccordgenuitygroup.com](http://www.canaccordgenuitygroup.com).

**ABOUT CANACCORD GENUITY GROUP INC.:**

Through its principal subsidiaries, Canaccord Genuity Group Inc. (the “Company”) is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and capital markets. Since its establishment in 1950, the Company has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. The Company has offices in 12 countries worldwide, including Wealth Management offices located in Canada, Australia, the UK and Europe. Canaccord Genuity, the international capital markets division, operates in Canada, the US, the UK, France, Germany, Ireland, Italy, Hong Kong, mainland China, Singapore, Australia and Barbados. To us there are no foreign markets.™

Canaccord Genuity Group Inc. is publicly traded under the symbol CF on the TSX and the symbol CF. on the London Stock Exchange.

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