

MEDIA ADVISORY: ACCESS TO QUARTERLY RESULTS INFORMATION

TORONTO, January 27, 2011 – Canaccord Financial Inc. (TSX: CF, AIM: CF.) is scheduled to release its third quarter earnings and supplementary financial information on Thursday, February 10, 2011. Interested investors, the media and other stakeholders may review the earnings release and supplementary financial information at www.canaccordfinancial.com.

QUARTERLY CONFERENCE CALL AND WEBCAST:

Interested parties are invited to listen to Canaccord's third quarter fiscal 2011 results conference call with analysts and institutional investors, via a live webcast or a toll free number. The conference call is scheduled for Thursday, February 10, 2011 at 5:30 a.m. (Pacific Time), 8:30 a.m. (Eastern Time) and 1:30 p.m. (UK Time). At that time, senior executives will comment on the results for the third quarter of fiscal 2011 year and respond to questions from analysts and institutional investors.

The conference call may be accessed live and archived on a listen-only basis via the internet at: www.canaccordfinancial.com/EN/NewsEvents/Pages/Events.aspx

Analysts and institutional investors can call in via telephone at:

- 647-427-7450 (within Toronto)
- 1-888-231-8191 (toll free outside Toronto)
- 0-800-051-7107 (toll free from the United Kingdom)
- 10-800-714-1191 (toll free from Northern China)
- 10-800-140-1195 (toll free from Southern China)

Please request to participate in Canaccord Financial's Q3/11 earnings call.

A replay of the conference call can be accessed after 8:00 a.m. (Pacific Time), 11:00 a.m. (Eastern Time) and 4:00 p.m. (UK Time) on February 10, 2011 until March 27, 2011 at 416-849-0833 or 1-800-642-1687 by entering passcode 37314975 followed by the pound (#) sign.

ABOUT CANACCORD FINANCIAL INC.:

Through its principal subsidiaries, Canaccord Financial Inc. is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and global capital markets. Since its establishment in 1950, Canaccord 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. Canaccord has 41 offices worldwide, including 30 Wealth Management offices located across Canada. Canaccord Genuity, the international capital markets division, operates in Canada, the U.S., the U.K., China and Barbados.

Canaccord Financial Inc. is publicly traded under the symbol CF on the TSX and the symbol CF. on AIM, a market operated by the London Stock Exchange.

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