



**CANACCORD CAPITAL INC. RENAMED
CANACCORD FINANCIAL INC.**

VANCOUVER, December 1, 2009 – We are pleased to confirm that, effective today, Canaccord Capital Inc. was renamed Canaccord Financial Inc. as part of a firm-wide rebranding initiative. This change was previously announced on September 29, 2009.

“Over the past several decades Canaccord has grown to become a global financial services firm, with broad operations and diverse product offerings. We believe the name Canaccord Financial better reflects the growing scope of Canaccord’s global businesses,” said Paul Reynolds, President and CEO of Canaccord Financial Inc.

In conjunction with this rebranding, Canaccord’s stock symbol will change from CCI to CF on the TSX and CF. on AIM, a market operated by the London Stock Exchange, effective December 4, 2009.

Furthermore, several other corporations of the Canaccord group have changed their names. Canaccord Capital Corporation, the wholly-owned subsidiary and principal operating company in Canada, became Canaccord Financial Ltd. Canaccord Financial Services Ltd., the wholly-owned subsidiary focused on insurance and estate-planning services, became Canaccord Estate Planning Services Ltd. Canaccord Capital Corporation (USA), Inc., a wholly-owned subsidiary for US brokerage transactions, became Canaccord Financial (USA) Inc.

Canaccord Financial Ltd. is a member of the Canadian Investor Protection Fund and the Investment Industry Regulatory Organization of Canada.

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 through comprehensive investment solutions, brokerage services and investment banking services for our individual, institutional and corporate clients. Canaccord has 37 offices worldwide, including 29 Wealth Management offices located across Canada. Canaccord Adams, the international capital markets division, operates in the U.S., U.K., Canada and Barbados.

Canaccord Financial Inc. is publicly traded on both the Toronto Stock Exchange and AIM, a market operated by the London Stock Exchange. The company currently trades as CCI. Beginning December 4, 2009, Canaccord Financial Inc. will trade as CF on the TSX and CF. on AIM.

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