



INVESTMENT INDUSTRY ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

**IIAC Hosting Investment Outlook Luncheon Series:
Forecasting for the Investment Industry in 2011**

TORONTO, December 6, 2010 – The Investment Industry Association of Canada (IIAC), in partnership with the Empire Club, invites members of the business community to participate in the 17th Annual Investment Outlook Luncheon on January 6, 2011. The session is part of a three city speaker series – Montreal on January 7, 2011 and Vancouver on January 10, 2011 – designed to provide a forecast for the investment industry in 2011.

“Investors across Canada know that the financial world has changed dramatically over the past two years and it is clear that the process of change is not yet complete,” said Ian Russell, President and CEO, IIAC. “This outlook series will provide a unique forum to hear what experts foresee as the opportunities and challenges facing investors, the market and the industry in 2011.”

This year’s lineup of expert speakers include: Peter Gibson, Managing Director, CIBC World Markets; Nick Barisheff, President, Buillion Management Group Inc.; Thomas S. Caldwell, Founder and Chairman, Caldwell Financial Ltd; and Diane Francis, Financial Post Editor at Large, National Post. The IIAC plans to expand the outlook series to eight Canadian cities in 2012.

To register in Toronto please visit www.empireclub.org or call 416-364-2878, and to register in Montreal or Vancouver please visit www.iiac.ca or call 1-855-252-IIAC (4422).

The Investment Industry Association of Canada (IIAC)

The Investment Industry Association of Canada (IIAC) is a member-based professional association that advances the growth and development of the Canadian investment industry. The IIAC acts as a strong, proactive voice to represent the interests of our member firms, which range in size from small firms to large organizations that employ thousands of individuals across the country. Our members work with Canadians to help build prosperity and investment security for investors and their families. For more information, please visit www.iiac.ca.

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