



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

**Press Release
For Immediate Release**

IIAC Congratulates Task Force on Financial Literacy on Final Report

TORONTO, February 9, 2011 – The Investment Industry Association of Canada (IIAC) welcomed today’s release of the Final Report of the Task Force on Financial Literacy, and supports its proposed national strategy to improve financial literacy in Canada.

“We are pleased to see recommendations proposing the appointment of a dedicated national leader and a collaborative process that will include all stakeholders,” said Ian Russell, President and CEO, IIAC. “There is a need for greater co-ordination to ensure that Canadians can benefit from the multitude of financial literacy programs that exist.”

The IIAC also commends the Task Force for recognizing the value of professional financial advice to assist Canadians in their financial decisions. “We strongly agree with the Task Force recommendation that the federal government should build consumer awareness of the importance of working with a registered financial professional. Greater financial literacy includes knowing how to seek a qualified professional and fully derive the benefits of financial advice.”

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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